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Here's Your Insurance Policy.

FRANKLY, this is a message for men who can't afford to carry big insurance policies. Every family man who wonders what's going to happen to his home until his wife adjusts herself to life without him, will find inspiration here!

This is news of what we call the Salary Continuance Plan—a practical method of assuring a reasonable family income for a limited period of time.

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ITS NAME INDICATES ITS CHARACTER

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Fort Wayne, Ind., Dept L11

I should like to have information about a Salary Continuance Plan for my family based upon a monthly income of: ☐ \$100 ☐ \$150 ☐ \$200 (check income desired) and for at least ☐ 3 years ☐ 5 years ☐ 10 years (check period desired)

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Address _____
City _____ State _____ Present Age _____

The Literary Digest

FOR NOVEMBER 14, 1936

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Mail

Movies for Minors

Sir:—I am a boy of nineteen and found your article on "Movies for Minors," October 24 issue, most disgusting. I also think that the originator of clubs for banning movies is most Victorian and unsuitable for judging the "talkies."

Banning "talkies" will not prevent youngsters of any age from learning about the other side of life. To-day, children have practically as many sources of knowledge as their parents. It is better to disgust youngsters by pictures showing men with animal-like traits rather than force them to get unsuppressable information from misinforming sources.

Your faithful but disappointed reader.
CCC Camp, JOSEPH P. DERMOODY, JR.
Leesville, Louisiana.

Like many of our young readers—and, alas, some of our older ones, too—Joseph Dermody has made the mistake of translating an impartial news story into an editorial opinion of THE LITERARY DIGEST.—Editor.

Swords at Ten Paces

Sir:—Mr. M. E. Blustin of Duluth said in his letter printed in the October 10 issue of THE LITERARY DIGEST: "Thinking the magazine was the same as of old—"

I can't let him get away with that crack. In 1912, I was having a hot argument with
(Continued on page 4)

EATERS DIGEST

Send in Your Pet Recipe—See Reward* Below

THESE "R" MONTHS

The first man to eat a raw oyster was a brave fellow, indeed, but today there's not a man alive who can resist oysters prepared from the recipe of M. R. D., Palo Alto, Cal. It's called "Huitres Délicieux", and goes like this: Into a well-buttered casserole put a layer of bread crumbs (not too fine), then a layer of large frying oysters, salt, pepper and a generous sprinkling of thinly cut green onions, including the tops. Dot with butter or bacon drippings. Repeat until dish is nearly full, using one quart of oysters and 3 cups of soft bread crumbs, then pour over the contents one 10-ounce can of Heinz cream of mushroom soup. Cook in a moderate oven for 45 minutes. Just before serving, place under broiler to brown. Serve with Heinz sweet mustard pickle.

SHELLFISHNESS

And while we're on the subject of the bivalve, here's a suggestion: Next time you fry oysters or scallops, add a quarter cup of Heinz rich tomato ketchup to the batter, or to the egg if crumbs are used. It'll improve them no end!

O. F. E., Andover, Mass.

JUST A JINGOLO

*While steak is swell and chops are fine
I'd just as soon that you'd make mine
The dish that's flavored from the vine:
Heinz tomatoes, ripe and ready,
Are the life of Heinz spaghetti!*

***\$5 REWARD** If you have any smart, original recipes or interesting facts about the 57 Varieties, send them to me. You'll get a check for five dollars and a beautiful certificate with your name on it if your contribution is used. Mail to Demi Tasse, c/o The House of Heinz, Dept. L, Pittsburgh, Pa.

REMINISCENCE

Of all our trip through New England, the memory of a late Saturday arrival in Gloucester still remains. How warm and cozy our host's house seemed—and how wonderfully aromatic the odor of the traditional Saturday bean pot bubbling its rich juices of pork and thick molasses! Do you know what our host said when we asked for his delicious bean recipe? "They're Heinz," he said. "Here in New England we natives appreciate their real Down-East flavor!" And so I'm having an authentic New England supper party Saturday night—and I'm serving Heinz oven-baked, Boston-style beans!

J. R., Piqua, Ohio

PULLMAN TIP

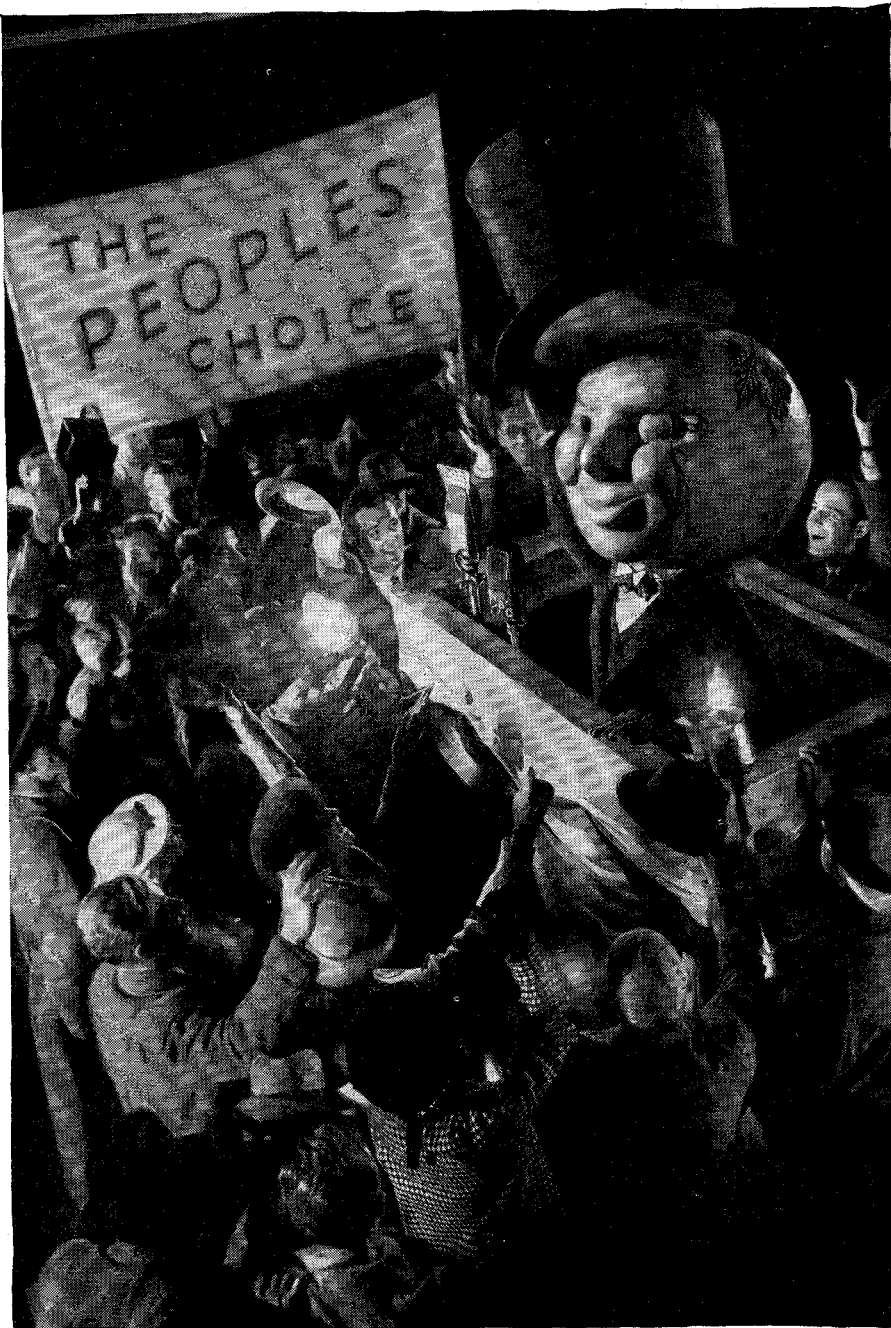
All the way from Pullman, Washington, comes this suggestion for Mock Borsch by A. M. B. Just add a tablespoon or two of cottage cheese to each serving of Heinz vegetable soup. It's grand!

HAPPY ENDING

The unfailingly successful way to conclude a Thanksgiving dinner is with luscious hot pie made with fragrant Heinz mincemeat! Get a jar now, before you forget—it's all ready for the pie-crust. And while you're about it, lay in a supply of Heinz plum pudding (English kind); Heinz fig pudding and Heinz date pudding! Don't forget Heinz olives—ripe, stuffed and Queen. You'll need plenty of each!

—Demi Tasse

Tune in Heinz Magazine of the Air. Full half hour—Monday, Wednesday and Friday mornings, 11 E. S. T.; 10 C. S. T.; 9 M. T.; 12 Noon Pacific Time—Columbia Network



ELECTED

LEADER in every taste test, winner of every digest poll, Heinz aristocrat tomato juice is overwhelmingly elected by flavor connoisseurs everywhere!

If you would understand this wide popularity, sip a glass of Heinz tomato juice today. In its ruddy-red goodness you'll find all the full, hearty flavor of vine-ripened tomatoes at their best!

These are no ordinary tomatoes that Heinz uses! They are a special variety, developed by Heinz experts through sixty-odd years of cross-breeding. The seedlings from

which they grow are raised in Heinz greenhouses before they are given to responsible farmers for cultivation in the fields.

When the fruit reaches the peak of its vine-ripened goodness, it's rushed to near-by Heinz kitchens. With the dew still glistening on their sleek, firm sides, Heinz aristocrat tomatoes are washed, pressed and all their fine, flavorful juice sealed in stout tins. Only a pinch of salt is added.

Drink Heinz tomato juice morning, noon and night. It's Nature's grandest beverage!

(57)

HEINZ TOMATO JUICE



ASK YOUR DENTIST WE BELIEVE HE WILL TELL YOU...

1. Teeth and gums need more exercise than soft modern foods ever give.
2. Mouth acids increase the chance of tooth decay . . . combat acidity and you help fight decay.
3. Teeth should be cleaned after every meal . . . (Twice a day is not enough.)

ORALGENE helps do these three things!

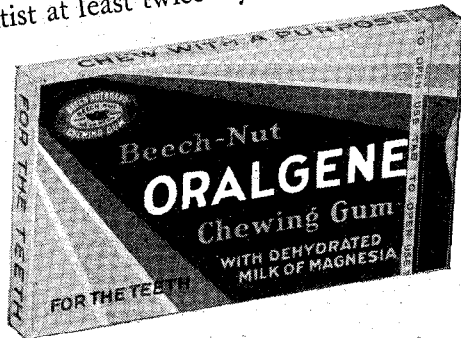
All chewing gum gives exercise, but ORALGENE is of a special firm consistency that is particularly valuable in helping to strengthen the spongy tissues that support the teeth.

ORALGENE helps relieve mouth acidity all the time you are chewing because it contains enough dehydrated milk of magnesia for this purpose.

ORALGENE helps clean the mouth because it removes food particles that even your tooth brush sometimes misses.

That's why we say . . . see your dentist at least twice a year and . . .

**CHEW WITH A PURPOSE—
USE ORALGENE**
A NEW BEECH-NUT PRODUCT



EACH PIECE INDIVIDUALLY WRAPPED

CREATIVE WRITING

A Guide For Those Who Aspire To Authorship
By William Webster Ellsworth

The former president of the Century Company tells what his long experience as a publisher taught him about the things that make for success in literary work. He analyzes the success of more than ninety authors; covers the question of college training and the occupations that help toward authorship; etc. Cloth, \$2.00; by mail, \$2.14.

FUNK & WAGNALLS COMPANY, 354 Fourth Ave., New York

Conversation WHAT TO SAY AND HOW TO SAY IT

by Mary Greer Conklin. An attractively written plea for a closer observance of the niceties that make conversation a charm and a delight. Shows how the tactful talk which succeeds in a drawing-room will also give a man a subtle power in business. Enlivened with felicitous quotations and shrewd comment. Indispensable to the socially ambitious. 12mo. cloth, 186 pp., \$1.00 net; by mail, \$1.12.

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\$5 EACH!**

ASSOCIATED

Mail

(Continued from page 2)

a young chap from the East. Being in far-away Arizona, he thought he had me with: "Where did you get your information? Certainly, your local papers are not well posted." Quoting THE LITERARY DIGEST as my source of information, I won my point. It always has been good. Phoenix, Arizona.

P. M. JAMES.

Rodeo

Sir: I have just finished reading the article in your October 24 issue on our Madison Square Garden Rodeo. It was the best-written and most comprehensive story on this show I have seen in any publication, newspaper or book. I congratulate you on it.

J. R. KILPATRICK,
President of the Madison
Square Garden Corp.
New York City.



The Poll

Sir:—I have followed LITERARY DIGEST'S polls for many years and wish to protest against some of the criticisms I have heard of this year's poll. I am referring particularly to Gen. Hugh S. Johnson's charges that the poll was weighted in favor of the Republicans. To any one who has read the articles which have accompanied the figures each week and has made some attempt to analyze the tables, this charge is unfair on its face.

I hope THE DIGEST will continue to provide us with polls on national issues. Los Angeles.

ROY DEACON.

Colonies

Sir:—Allow me to compliment you upon your extremely enlightening article on colonial possessions, "Controversy Rages over Colonies," in the October 19 issue.

I had been under the impression that, despite the world turmoil caused by the struggle for extraterritorial possessions, imperialism had something on its side in the overpopulation argument. But it would seem that it is just another case of the taxpayer being stung. Especially interesting was your presentation of the pro and con of colonies as the producers of raw materials and their value on the European market.

Still having a slight shade of doubt in my mind, may I ask if the figures quoted are correct and if I may depend on them? Chicago.

S. B. JOHNSON.

The figures were drawn from Grover Clark's "Balance Sheet of Imperialism" and checked and substantiated from all available sources.—Editor.

In Vino Veritas

Sir:—I have just finished reading "America Gets Bid: Drink Native Wines," October 24 issue of THE LITERARY DIGEST. I quite agree with many of the statements made by the author; with others, I disagree.

As a clerk in the Pennsylvania State Liquor Store system, it has been apparent to me that a campaign of this type was needed so that it would be easier to serve the public while they, in turn, would be better satisfied with their purchases.

The vintners themselves are mainly responsible for the sluggish condition of the wine industry. Trying to get rich overnight, they dumped young wines on the market. The customer did not understand that the resulting cloudy condition was a natural result of lack of aging and insisted that the wine had spoiled. By the time vintners tried to rectify this condition, the damage was done.

So far, so good. But your author, I feel, takes an undeserving crack at State monopolies. The 50 per cent. mark-up in Pennsylvania allows a retail price of 50 cents a bottle for good quality sweet wines; dry still wines sell for 40 cents a bottle. These prices are as low or lower than those in States which do not have the monopoly.

As for the "uncompromising stares" of clerks when asked for wine of a certain California vintage, they can hardly come from clerks working in Pennsylvania liquor stores, where clerks must know their stock. On the contrary, our main trouble is with the people who do not know what they want, forcing us to guess their wishes.

WILLIAM J. MAHONEY.
Scranton, Pennsylvania.

Sir:—My compliments to THE LITERARY DIGEST for its comprehensive presentation of the American wine industry's problems and opportunities which appeared in your October 24 issue. The article was so well written that we have received comments from wine authorities in various parts of the country. This is particularly gratifying in view of the



fact that the subject of wine is a highly technical one; few writers seem to be capable of presenting it with any fair degree of accuracy.

H. A. CADDOW,
San Francisco. Secretary-Manager of the
Wine Institute.

Football Drinking

Sir:—I want to congratulate you on your article on football drinking. It took your national coverage to assure me that they get as much fun from November days by the gridiron out in California, down South and in the Rockies as they do at New Haven and Cambridge.

As for President Dodds's moral pronouncement: I wonder, has he ever sat in the sub-zero sleet of a late fall football *fiesta*? If so, I'll put ten dollars to a plugged nickel that he envied, at least, the glowing toppers around him.

Princeton has kept up with the rest of our big American colleges in making football into a gladiatorial spectacle. If it were only a pure scholastic function, like Commencement or physics lab, there might be some excuse for regimenting spectators. But when every major college expects to finance all its other sports on what it can ream out of us suckers at the football ticket office, athletic associations should think twice before they fall back on the Anti-Saloon League's lately proven popularity.

I, for one, intend to patronize stadia where football and its trappings are recognized as no tea-party, but a rugged exhibition which is sometimes tougher on the spectators than on the players.

I don't like excessive drinking any more than you do, but I see no need to make football afternoons into a rest cure for hypochondriacs.

H. R. SMITH.
Boston.

Freedom of Speech

Sir:—Your excellent, if inconclusive, story on Earl Browder, Communist candidate for President, seems to me to demand further comment.

First, let it be understood that I am not a Communist. Having made a rather careful study of the Communist ideology and doctrine, I have no particular sympathy for it.

I do, however, believe that the Communists have a right to express their convictions, and I believe further that it is a direct violation of American law and tradition that any group should be able to prevent them from doing so.

"Patriotic citizens" are the first to howl if constitutional rights are violated. Yet by mob violence, supposedly the weapon of the Communist, they have violated the rights of others.

I believe that it is traditional of "red-blooded Americanism" that when a man has an idea to express, the people should listen to him with open minds. By refusing to listen to Browder, the citizens of Tampa and Terre Haute have indicated not only that they are afraid of an idea, which is hardly courageous Americanism, but that they are admitting of the possibility of being convinced, should they allow Browder to speak. They would be the first to deny this.

Let the citizens of America look to themselves when they speak of violation of their rights. If they have no respect for those rights themselves, they can hardly expect to find a respect for them in the Powers That Be. That way lies Fascism.

AL EHRBAR.
University of Virginia.

Did You Know—

That diamonds have been found in twelve American States? (See page 9.)

Where they drink retzina and what makes it acrid? (See page 17.)

Where voters balked a rangy college pacifist? (See page 19.)

What famous foreign correspondent said, "I'm sick of the human race?" (See page 48.)

In what city 99 per cent. of the apartment-house owners exclude children? (See page 44.)

What profession requires applicants to stand on one foot with their eyes closed for fifteen seconds? (See page 22.)

Where women must work for the Government in order to vote? (See page 17.)

What new bridge runs through a tunnel? (See page 10.)



GET BACK IN THE Health Parade



ALL AROUND you, you see people who are healthy—happy. And you wonder why *you* should be the unlucky one afflicted with habitual constipation.

Perhaps the answer is—*lack of exercise!* You don't have the time for outdoor sport. Or perhaps your diet is lacking in needed bulk. So the intestinal muscles become weak . . . flabby.

Strengthens Muscles

Let Saráka help you overcome habitual constipation. Unlike ordinary laxatives, Saráka* does not make weak intestinal muscles still weaker. Instead it exercises those muscles . . . encourages them to become strong workers for your better health. Most users are reminded of healthy childhood when chronic constipation was something never thought of.

The principal ingredient in Saráka is bassorin—the sap of an East Indian tree in the form of tiny granules. Inside the intestines, the granules absorb water. Gradually they e-x-p-a-n-d into soft, smooth BULK. Which is just what the intestinal muscles need. Automatically they respond to this increase in bulk. They expand—contract—exercise. *And exercise makes them stronger.*

Bulk Plus Motility*

Saráka also contains a specially prepared cortex frangula—which mildly stimulates the intestinal muscles to healthful activity. So you have Bulk Plus Motility, a combination which is not found in ordinary laxatives.

Ask your doctor about Saráka. We are confident that he will tell you it is so safe that it may be taken every day if necessary. You will find Saráka at your druggist's. Or mail the coupon today for the special trial-size tin. It's free.

SCHERING CORPORATION
Dept. 256, Bloomfield, N. J.
Canadian Address: Schering (Canada) Ltd.,
P. O. Box 368, Montreal, Que.

I should like to try this new way to combat constipation.
Please send me the special trial-size tin of Saráka.

NAME _____

ADDRESS _____

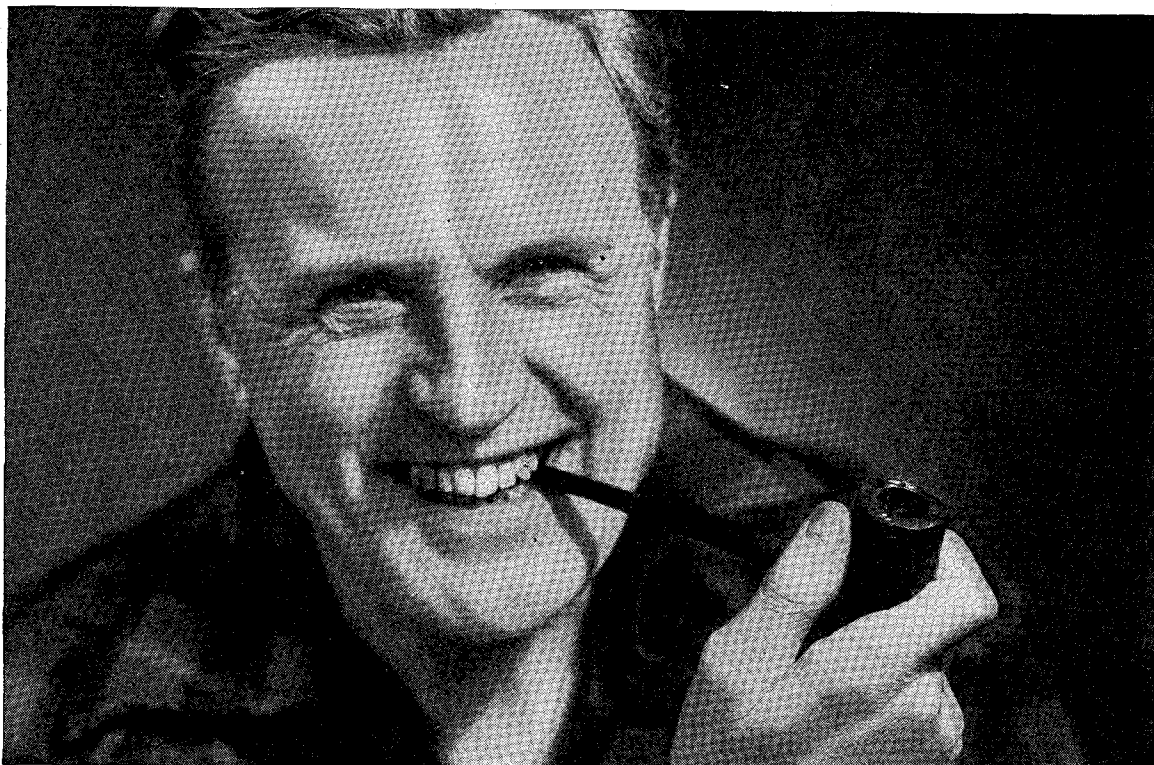


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THOUGH WOMEN CALL IT
A Beauty Bath for Teeth

MEN WHO SMOKE A LOT WELCOME IT!



TALK to the men who smoke a lot . . . watch the men in pullmans . . . you will find that most of them use Listerine Tooth Paste—the tooth paste that's all tooth paste made by the makers of Listerine. They have probably been told about it by their wives, who call this unusual tooth paste a beauty bath for the teeth.

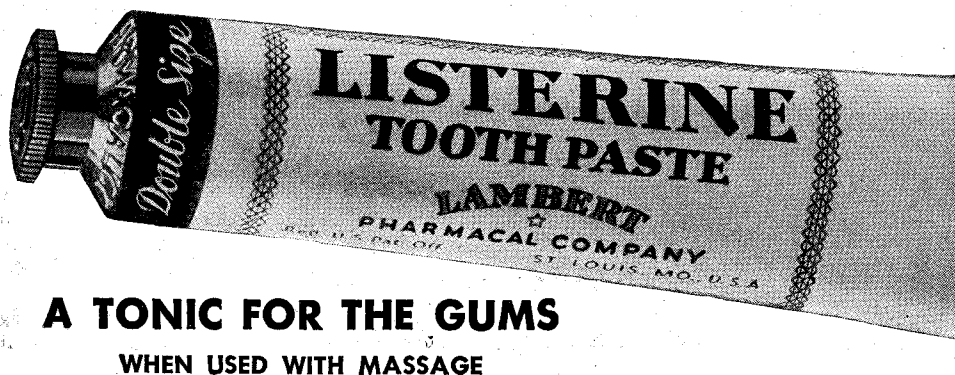
SPECIAL FORMULA

In Listerine Tooth Paste is a special and exclusive combination of cleansers—held in exact

balance for perfect cleansing. They are neither too hard nor too soft—just right. Hard enough to remove deposits, stains, and bacteria from the enamel, but not hard enough to injure the precious enamel itself. Excessive smokers find it especially beneficial.

Blended with these cleansers are delightful fruit essences which leave the mouth clean as a whistle. A two weeks trial will convince you.

LAMBERT PHARMACAL COMPANY
St. Louis, Mo.



More than $\frac{1}{4}$ POUND
of tooth paste in the
double size tube • 40¢
Regular size tube • 25¢



A TONIC FOR THE GUMS

WHEN USED WITH MASSAGE

The Literary Digest

NEW YORK

NOVEMBER 14, 1936

Topics of the day

WHAT WENT WRONG WITH THE POLLS?

None of Straw Votes Got Exactly the Right Answer—Why?

In 1920, 1924, 1928 and 1932, THE LITERARY DIGEST Polls were right. Not only right in the sense that they showed the winner; they forecast the *actual popular vote* with such a small percentage of error (less than 1 per cent. in 1932) that newspapers and individuals everywhere heaped such phrases as "uncannily accurate" and "amazingly right" upon us.

Four years ago, when the Poll was running his way, our very good friend Jim Farley was saying that "no sane person could escape the implication" of a sampling "so fairly and correctly conducted."

Well, this year we used precisely the same method that had scored four bull's-eyes in four previous tries. And we were far from correct. Why? We ask that question in all sincerity, because *we want to know*.

"Reasons"—Oh, we've been flooded with "reasons." Hosts of people who feel they have learned more about polling in a few months than we have learned in more than a score of years have told us just where we were off. Hundreds of astute "second-guessers" have assured us, by telephone, by letter, in the newspapers, that the reasons for our error were "obvious." Were they?

Suppose we review a few of these "obvious reasons."

The one most often heard runs something like this: "This election was different. Party lines were obliterated. For the first time in more than a century, *all* the 'have-nots' were on one side. THE DIGEST, polling names from telephone books and lists of automobile owners, simply did not reach the lower strata." And so on. . . .

"Have-nots"—Well, in the first place, the "have-nots" did not reelect Mr. Roosevelt. That they contributed to his astonishing plurality, no one can doubt. But the fact remains that a majority of farmers, doctors, grocers and candlestick-makers *also* voted for the President. As Dorothy Thompson remarked in the New York *Herald Tribune*, you could eliminate the straight labor vote, the relief vote and the Negro vote, and *still* Mr. Roosevelt would have a majority.

So that "reason" does not appear to hold much water. Besides—

We *did* reach these so-called "have-not" strata. In the city of Chicago, for example, we polled *every third registered voter*. In the city of Scranton, Pennsylvania, we polled *every other* registered voter. And in Allentown, Pennsylvania, likewise other cities, we polled *every* registered voter.

Is that so? chorus the critics, a little abashed, no doubt. Well, they come back, you must have got the right answer in *those* towns, anyway.

Well, we didn't. The fact is that we were as badly off there as we were on the national total.

Cities—In Allentown, for example, 10,753



The following telegram was received by The Literary Digest: "With full and sympathetic appreciation of the rather tough spot you now find yourselves in, we offer the following suggestion as a piece of strategy to turn seeming defeat into victory and put name of Literary Digest on every tongue in America in a most favorable manner in your next issue—print the front cover in red except for a small circular space in the center; in this space print the words 'And is our face red!' The people of America like a good sport and will like you accordingly." Signed: George Bennitt, A. C. Johnston and Al Devore; 625 State Street, El Centro, California.

[Editor's Note: We appreciate the suggestion, which arrived when this issue's cover was on the presses, so the above is offered.]



"LITERARY DIGEST? LEMME TALK TO THE EDITOR!!!"

—Duffy in Baltimore Sun

out of the 30,811 who voted returned ballots to us showing a division of 53.32 per cent. to 44.67 per cent. in favor of Mr. Landon. What was the actual result? It was 56.93 per cent. for Mr. Roosevelt, 41.17 per cent. for the Kansan.

In Chicago, the 100,929 voters who returned ballots to us showed a division of 48.63 per cent. to 47.56 per cent. in favor of Mr. Landon. The 1,672,175 who voted in the actual election gave the President 65.24 per cent., to 32.26 per cent. for the Republican candidate.

What happened? Why did only one in five voters in Chicago to whom THE DIGEST sent ballots take the trouble to reply? And why was there a preponderance of Republicans in the one-fifth that did reply? Your guess is as good as ours. We'll go into it a little more later. The important thing in all the above is that all this conjecture about our "not reaching certain strata" simply will not hold water.

Hoover Voters—Now for another "explanation" dinned into our ears: "You got too many Hoover voters in your sample."

Well, the fact is that we've *always* got too big a sampling of Republican voters. That was true in 1920, in 1924, in 1928, and even in 1932, when we *overestimated* the Roosevelt popular vote by three-quarters of 1 per cent.

In 1928 in Chicago, we underestimated the Democratic vote by a little more than 5 per cent., overestimated the Republican vote by the same margin.

We wondered then, as we had wondered before and have wondered since, why we were getting better cooperation in what we have always regarded as a public service from Republicans than we were getting from Democrats. Do Republicans live nearer mail-boxes? Do Democrats generally disapprove of straw polls?

We don't know that answer. All we know is that in 1932, when the tide seemed to be running away from Hoover, we were perturbed about the disproportion of Republican voters in our sampling. Republican and Democratic chieftains from all points in the country were at the telephones day after day for reports of what the Democrats called our "correctly conducted" system. And then the result came along, and it was so right, we were inclined to agree that we had been concerned without reason, and this year, when it seemed logical to suppose that the President's vote would be lighter, even if he won (hadn't that been the rule on reelections for more than a hundred years?) we decided not to worry.

Figures—So the statisticians did our worrying for us on that score, applying what they called the "compensating-ratio" in some cases, and the "switch-factor" in others. Either way, for some of the figure experts, it didn't matter; interpret our figures for 2,376,523 voters as they would, the answer was still Landon. Then other statisticians took our figures and so weighted, compensated, balanced, adjusted and interpreted them that they showed Roosevelt.

We did not attempt to interpret the figures, because we had no stake in the result

other than the wish to preserve our well-earned reputation for scrupulous bookkeeping. So we sent out more than ten million ballots, exactly as we had sent them out before. We don't know what proportion went to persons who had voted for Roosevelt in 1932 or what proportion went to persons who had voted for Hoover, because our polls are secret always, and the ballots come back with no signatures, no identifying characteristics of any sort except the post-marks.

Basis—However, since the basis of the 1936 mailing-list was the 1932 mailing-list, and since the overwhelming majority of those who responded to our Poll in 1932 voted for Mr. Roosevelt, it seems altogether reasonable to assume that the majority of our ballots this year went to people who had voted for Mr. Roosevelt in 1932. There simply was no way by which THE DIGEST could assure itself or the public that the marked ballots would come back in the same proportion. We couldn't very well send duplicate ballots to indifferent Democrats, or personal letters prodding them into action, because we didn't know which were Democrats and which were Republicans, let alone which would vote for Roosevelt and which for Landon.

If any of the hundreds who have so kindly offered their suggestions and criticism can tell us how we could get voters to respond proportionately, and still keep the poll secret, as we believe it ought always to be, then we wish these critics would step up and do so. And with arguments more convincing than the familiar ones about our not reaching the "lower strata" and "sampling too many Republicans." Because those two theories explain nothing; they only add to the multiplicity and confusion of words—words—words.

Too Many—And there's another "explanation" that doesn't seem to hold much water, when you examine it closely. That's the one that argues that we polled too many voters, that cites the experience of another poll that sent out less than a fourth as many ballots and came closer to being right. The answer here is that the Baltimore *Sunpapers* polled more persons per square mile in Maryland than we did anywhere except in the cities—and the *Sunpapers* were a lot nearer right than this "model poll" for Maryland. Also, the man who came nearer the right answer than all the polls put together was Jim Farley, and Jim based his prediction on reports from tens of thousands of precinct leaders in every city, town and hamlet in the country.

So—what?

So we were wrong, altho we did everything we knew to assure ourselves of being right.

We conducted our Poll as we had always done, reported what we found, and have no alibis. We drew no special satisfaction from our figures, and we drew no conclusions from them. The result was disappointing only in the sense that it threw our figures out the window, and left us without even the satisfaction of knowing why.

Future—As for the immediate future, THE DIGEST feels that in truth "the Nation has spoken." THE DIGEST hails a magnificent President against whom it never uttered one word of partizan criticism. THE DIGEST can not support him, in the sense that newspapers support a President editorially, because THE DIGEST does not editorialize.

But it can obtain genuine satisfaction from the knowledge that its several Editors, as American citizens, and its millions of readers, as American citizens, will stand behind the First Citizen.

Speaking of the President, there is a spot of comfort for us in the knowledge that he himself was pretty badly off on his Electoral total, and that he "laughed it off" in his genial way. His last guess was 360 votes to Mr. Landon's 171. (On June 5 he had estimated his margin at 315 to 216.)

As for the more distant future, the questions have been asked: Will THE DIGEST conduct another Poll? Will it change its methods?

The answer to the first question we phrase in others: Should the Democratic Party have quit in 1924, when it reached a modern low-ebb in power and confidence, instead of going on to the greatest triumph in its history? Should the Republican Party have quit in 1912, when it carried only two States? Should the University of Minnesota, with the greatest record in modern football, give up the sport because it finally lost one game, after a string of twenty-one victories?

The answer to the second question is: We'll cross that bridge when we come to it.

DOCK STRIKE: Stevedores' Tie-Up on Pacific Coast Spreads to Atlantic Ports

Along the four miles of San Francisco's water-front Embarcadero last week, husky stevedores walked back and forth, joking and laughing. Idle baling-hooks protruded from the hip-pockets of their *dungarees*. There had been no work the day before, there would be none that day. Meanwhile, thousands of dollars' worth of perishable cargo remained in the holds of the freighters which rode at anchor in the bay.

In the Gulf ports of Galveston, Mobile

and New Orleans, more than a score of ships reported "no smoke." Their crews had walked out.

Along the murky streets which line New York Harbor, seamen gathered in knots to ask one another, "What next?" While in the bay itself, crews of fifty ships stood at their posts, but did not lift their hands to work.

Wild-Fire—Thus last week did the long-threatened strike of seamen and dockworkers burst in San Francisco, then spread like running fire over 4,800 miles of United States coast-line.

Years ago, when news was flashed around that a ship was coming up San Francisco Bay, idle longshoremen thereabouts headed for the water-front and waited for hours, sometimes days, for the vessel to tie up. Usually they whiled away the time in saloons and pool-halls where they posted their names for work. When the ships were ready for unloading, owners of the halls received hurried calls for crews of longshoremen. To the men who had spent the most money for beer and pool games went the jobs.

Complaints—Then came the day of the ship-owners' "company-unions"—and the depression. The stream of men heading for the Embarcadero thickened and the ranks of the longshoremen grew from 2,500 to more than 4,000. There was not enough work for all, and many complained that only those who "stood in" with the gang bosses got the jobs.

San Francisco housewives who rushed to the neighborhood store last week to stock up on canned goods against the day of another paralyzing general strike like that of 1934 could thank company-dominated hiring-halls for the scare. The agreement which ended the flare-up two years ago gave ship-owners and longshoremen's unions each a share in the control of the employment agencies which had taken the place of the old pool-halls and saloons.

It had not worked out. When the two-year term of the compromise ended



Pictures, Inc.

Joseph Curran . . . "Every time I see myself called Bridges' disciple I feel good"

September 30, the powerful Maritime Federation of the Pacific, led by the International Longshoremen's Association and six other Western unions, presented an ultimatum. They wanted complete control of the hiring-halls, cash instead of time off for working overtime, an eight-hour day for ships' officers, cooks and stewards at sea.

The ship-owners countered with demands for neutral management of hiring-halls and arbitration on other points, and the fight was on. When the zero-hour came, 38,000 dock-workers walked out. Another 20,000 workers in lumber-camps had to drop their tools. Warehousemen, 2,000 strong, struck in sympathy and gave San Francisco visions of another food shortage.

Behind the deadlock on the Embarcadero loomed the physically unimpressive figure of Harry Bridges—the same man who had led the stevedores to the show-down in 1934. Bridges has relied on cunning, bulldog stubbornness and an alert, quick-thinking head to make him the outstanding leader in Pacific labor circles.

Within forty-eight hours after the Pacific Coast walkout, another forceful personality had New York Harbor tied in a double-hitch sailor's knot. Against the orders of the International Seamen's Union, whose officers he considers reactionary and whose power he hopes to break, Joseph Curran, lanky Chairman of the Seamen's Defense Committee, led his followers into a "sit-down" strike in sympathy for the Bridges cause.

Born on New York City's lower East Side thirty-four years ago—where, he doesn't remember—Curran has been at sea since he was nineteen. Last spring he was outlawed from the Seamen's Union for leading his insurgent Defense Committee into a similar tie-up of ship traffic in New York Harbor.

Disciple — His hero is Harry Bridges. "Every time I see myself called Bridges' disciple, I feel good," he says, "and when I see my name in the same line of print as his, I get a real thrill."

Last week, Joe Curran was fighting on two fronts. Before him were ship-owners whose vessels he had blocked up in the harbor. Behind him were officials of the Seamen's Union who had denounced his strike and were trying to break it. While one group of seamen filed into the rickety quarters of the Defense Committee to sign up for picket duty, another hurried into the I.S.U. office, a block away, to get jobs as strike-breakers.

How soon the coast-line deadlock would break depended on the persuasiveness of two outside conciliatory agents, Edward F. McGrady, polished trouble-shooter of the Department of Labor, and Admiral Harry G. Hamlet, blunt, forthright representative in San Francisco of the new Maritime Commission created under the Ship Subsidy Act passed by the last Congress.

Up to last week neither had proved very persuasive. McGrady had succeeded in postponing the strike, Hamlet had closeted emissaries of the ship-owners and the unions in a room for hours on end with no practical results. A fact-finding inquiry into water-front strife which he organized, flopped miserably.

Mixer—A Coast Guard service man since 1894, Admiral Hamlet could bring to the dispute only a willing heart and a reputation as a good mixer. Upon receiving his

Ensign's commission in 1896 he was assigned to a relief expedition in the arctic. There he had two years of the most hazardous life a Coast Guard man can experience—the rescuing of stricken whaling-ships.

With the United States naval force at Brest in 1918, he did more rescue work. Once in a heavy sea which threatened to dash the boat under his command against a sinking destroyer, his maneuvers were skilful enough to save all forty-seven lives on the distressed ship. Since 1932 he has served as Commandant of the United States Coast Guard.

As Secretary of Labor Frances Perkins announced this week that peace talks would begin once more, there were further repercussions from the explosions which Bridges, Curran and Co. had set off.

Secretary of State Hull, sailing for the Pan-American Peace Conference at Buenos Aires, was delayed for nine hours while his ship dug substitutes for six striking seamen.

The Chamber of Commerce in Fairbanks, Alaska, shocked the town with the news that its food supply would be gone within thirty days unless coastwise shipping were resumed.

DIAMOND FINDS: New Capital Obtained to Reopen Mine in Arkansas Ghost Town

"And speaking of diamonds," James Buchanan Brady used to say, "I've got a few you might like to see. They're my hobby, you know."

Eleven years before this same gem specialist, "Diamond" Jim Brady, died in 1917, a farmer, John Wesley Huddleston, was walking slowly over a treeless, volcanic rock sector on his property near Murfreesboro, Arkansas. Two bright stones attracted his attention. Hurrying into town, he sought advice. The stones were sent to Dr. George Kun, New York gem expert.

Yes—they were diamonds: the larger,

two and a half carats; the smaller, one and a half.

Neighbors made a rush, got options on the tract surrounding Prairie Creek Crater, site of the find.

Enthusiasm provoked a boom for Murfreesboro. Engineers, geologists, miners, capitalists and adventurers arrived, doubled the population.

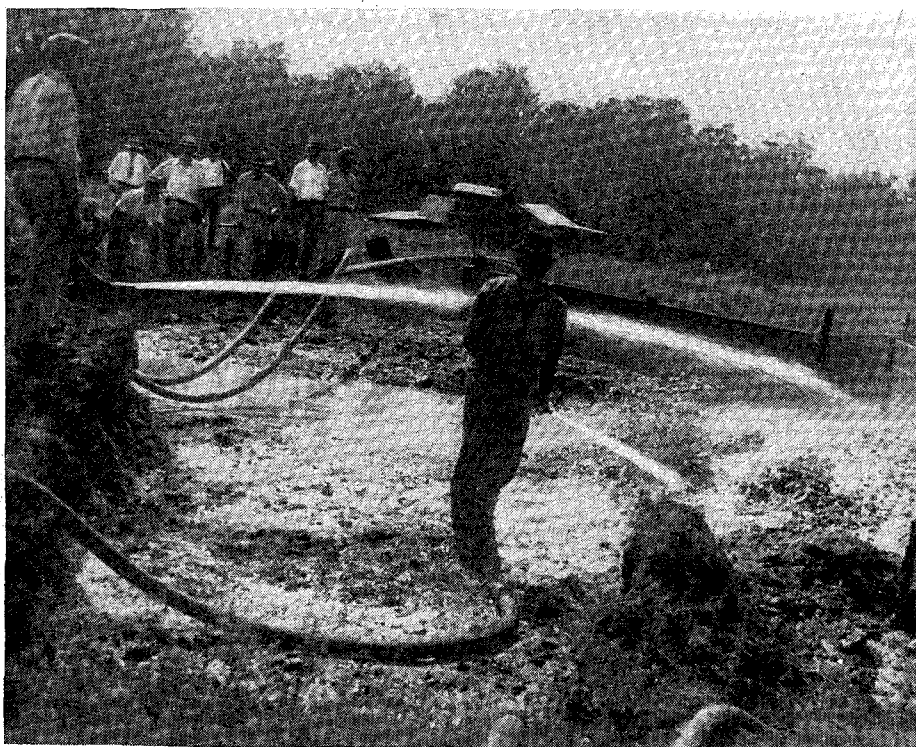
Millions Sunk—A corporation was founded, with banker Samuel Wallace Reyburn at the head, to operate the Arkansas Diamond Company. Bankrupting tests closed the initial plant in 1908. Eastern capital arrived and the mine opened and closed several times. By 1912 two washing-plants were erected and operations went on slowly, with interruptions, until 1930. Then diamond prices decreased, enthusiasm waned, the Arkansas field virtually closed. A couple of million dollars had been sunk in the sundry ventures.

Now the Arkansas Diamond and Engineering Company, leasing from the Arkansas Diamond Corporation, is planning to reopen America's only diamond-mine.

The field consists of 700 acres of a high plateau in Pike County, sixty of which are of the peridotite, diamond-containing soil. As far back as 1842, geologists have known this type existed in Arkansas and in 1890 one investigating scientist found the soil much like the kimberlite at South African mines. The tract was on the crater of an old volcano, extinguished by flood many centuries ago.

Five separate companies have worked their way into ownership of various parts of the field. Led by Roy Thompson, heavy-set, jovial Little Rock printer, the principal owners are ready to put up \$400,000 to resume operations. Better times and a rise in the diamond market are actuating them.

Yield—Once expected to furnish annual profits of \$1,200,000, the Arkansas mines in twenty-five years of operation have yielded about \$100,000 worth of diamonds. State Geologist George C. Branner said information available to his Department



Better times and a rise in the diamond market bring Arkansas mines to life again

showed 40,000 of the stones, aggregating 12,000 carats, had been mined in the area. The largest "finds" were a 40.23 carat white gem, valued at \$20,000, picked up in the summer of 1924, another of 20.25 carats found in 1921, a third of 17.86 carats taken from the workings in 1917. These were found to be every bit as fine in quality as the more famous South African or Brazilian variety, altho on the average, smaller in size.

On the surface of the crater, the kimberlite is a yellow color. Weathered to a depth of twenty to forty feet, it becomes yellow-green, then deep blue. It disintegrates rapidly, resulting in cave-ins, if too deep a dig is made. Work has continually been held up through lack of cooperation of the five companies.

Development of new mining methods, however, has made it possible to work one section of the crater without touching the other.

Subsurface operations have never been attempted. All the mining has been done in shallow, open cuts, and the hydraulic method has been used to "wash out" the crumbled rock. But most of the stones have been removed by hand after plowing up the soil.

The Arkansas diamonds are found in crystallized stones of many sizes, shapes and colors. The latter range from the purest of white, the most valuable, through shades of yellow, into brown and almost black.

Investments—At the first rush more than \$75,000 was paid to farm-owners lucky enough to have obtained options on property adjacent to the crater. John Huddleston received \$36,000 for his tract. For more than twenty-odd years he lived well on this money, which was repayment for his initial investment on the rocky soil, a mule. Then, through unfortunate speculation, he lost his fortune. To-day, at seventy-six, he is a part-time junkman, part-time farmer.

Kimberley, Arkansas, is now a ghost town. In 1930, the population was thirty-six; no railway passes through, there is no post-office. All mail must go to Murfreesboro, population 733, located on the Little Missouri River, 175 miles southwest of Little Rock.

Called Kimberley after the prosperous town in Cape Province, South Africa, the mine-site now possesses only a few dilapidated buildings.

Diamonds have been found in a dozen other American States; Georgia, North Carolina, South Carolina, Kentucky, Virginia, Tennessee, Wisconsin, Ohio, Michigan, California, Oregon and Indiana. From still others such as Montana, Nevada, New Mexico and Arizona have come claims of finds. But Arkansas remains the only State where they have been mined.

WONDER BRIDGE: Eleven-Mile Structure Linking San Francisco and Oakland Is Opened

It cost \$77,200,000, twenty-four lives.

Its great spans stretch three times as far as the Firth of Forth bridge in Scotland.

There is enough timber in it to house 15,000 people.

This week, citizens of San Francisco beamed as they reeled off these estimates



Wide World

San Francisco-Oakland Bridge . . . realization of a dream almost 100 years old

and comparisons descriptive of their great new San Francisco-Oakland Bay Bridge.

They had waited since the summer of 1933 for the opening of this longest* over-water span in the world. As it stands to-day it is really two bridges. Its traffic will start at Rincon Hill on the San Francisco side, cross one span to Yerba Buena Island in the middle of the bay, dive into a 500-foot tunnel through a rocky hill rising above the bridge level, then run over a cantilever structure bridging the two miles of water between the Island and Oakland.

Jubilee—San Francisco business men had elaborate plans for the opening of the bridge this week. There was to be a four-day jubilee with regattas, air races, a pageant of light floats. Merchants talked excitedly of a throng of 300,000 visitors to the city.

San Franciscans had reason to exult. The ribbon of steel and concrete was the realization of a dream almost 100 years old.

"In 1853," recounts Philip J. Sinnott, "a full-stage setting of 'San Francisco in 1953,' with a suspension-bridge stretching from San Francisco's Telegraph Hill to Mt. Diablo, back of Oakland, was the grand finale in a current stage hit."

In the same period a young banker named William Tecumseh Sherman suggested an earth fill across the southern arm of the bay to San Leandro.

Prophecy—Leland Stanford, one of the West's empire-builders, predicted in 1867 that bridges would be built some time in the future to link up the San Francisco area.

After years of pondering, California finally created the California Toll Bridge Authority in 1929 and empowered it to issue bonds which could be paid off in toll-collections. Then came Depression.

Ultimately the Reconstruction Finance Corporation came to the rescue with a \$70,000,000 loan. The State gave the rest of the money and 50,000 transbay commuters looked forward to driving from Oakland to San Francisco in less than half an hour.

*More of it actually spans water, altho its eleven and a quarter-mile over-all length is exceeded by that of the fourteen-mile Triborough Bridge in New York.

SUPERLANDSLIDE: Voters Smash Records Everywhere in Plumping for Roosevelt

The Presidential Election will be held on December 14.

On that date (in case you've forgotten) the Presidential Electors will meet at various designated places in the forty-eight States and cast their ballots. In due course, the Electors' preferences will be transmitted to Congress, which will count the Electoral vote on January 6.

Then every one in the country will learn what every one already knows, namely, that Alfred M. Landon has won the eight Electoral votes of Maine and Vermont and Franklin Delano Roosevelt the 523 others.

Most of the other outstanding facts are known to every one also: No such one-sided victory has been registered in the Electoral College since James Monroe, in 1820, rolled up 231 out of 232, New Hampshire's William Plumer dissenting on the ground that Monroe had shown a "want of foresight and economy." Moreover, this year's popular vote was the largest in history and so was the Roosevelt plurality. The Democrats will have a larger percentage of the Senate than any other Party has had since 1869, a larger percentage of the House than any Party has had since 1855.

Precedents were shattered right and left. State after State piled up the greatest vote ever. Pennsylvania went Democratic for the first time since 1856, Delaware and Connecticut for the first time since the Bull Moose split of 1912, New Hampshire for the first time since 1916. Little New Ashford, Massachusetts, for the first time since 1916 failed to be the first town in the country to report its returns. And so on—the facts have been reported and noted times without number since November 3.

Of the less epochal but still interesting developments of that date, the following stand out:

Coughlin: Made good his promise to withdraw from politics if Lemke failed to poll 9,000,000 votes, bidding his followers a tearful farewell by radio, announcing that he would broadcast no more, that he would allow his National Union for Social Justice to sleep, that he was departing on a vacation, that he would, however, continue to publish his weekly, *Social Justice*.

Browder: Realizing that his Communist Party was in danger of losing its place on the ballot in New York State, because it failed to poll the requisite 50,000 minimum, the Red Kansan appealed to other minority Parties, chiefly the Socialists, to unite and form "an all-inclusive Farmer-Labor Party" before the next elections. He was encouraged in this project because the new American Labor Party, indorsing President Roosevelt and Governor Lehman, polled nearly 300,000 votes in New York State.

Oklahoma: Defeated, by a three-to-two vote, a proposal to repeal prohibition and establish a liquor control board.

Louisiana: Voted to make August 30, birthday of the late Senator Huey P. Long, a legal holiday.

Nebraska: Voted down a constitutional amendment to relieve State bank stockholders of double liability. Reelected a Republican as State Land Commissioner,

but adopted a Constitutional Amendment to abolish his job.

Colorado: Adopted a Constitutional Amendment which provides for the compulsory payment by the State of \$45 a month to old-age pensioners, leaving officials wondering where the money was coming from.

California: Rejected a proposal to tax chain stores up to \$500 per unit for concerns with ten or more stores.

New York City: Adopted by overwhelming vote a new charter eliminating the Board of Aldermen and substituting a City Council of thirty-two members. Also voted an eight-hour day for its firemen instead of an eighty-four-hour week.

Chicago: Voted to restore Central Standard Time, instead of Eastern Standard Time, which the city has been following for months. Also indorsed daylight saving time for summer months.

Woonsocket, Rhode Island: Defeated a Democratic Mayor running as a Republican and elected a Republican running as a Democrat.

London, England: Despite the tumultuous November 3 to-do in the United States, Britain's most conservative newspaper maintained its tradition for calm understatement. While other newspapers shrieked and yelled, *The Morning Post* ran the unexcited head-line: "South Solidly Democratic."

PLATFORM PROMISES: The President Is Committed to NRA's Essential Principles

A Jersey City tailor sent a slow grin across the faces of winners and losers alike after last week's Election. It was little Jacob Maged, "NRA tailor," as he calls himself, who, back in the days of the Recovery Administration, popped into a thousand headlines by serving a jail term for pressing suits five cents below the code price.

Apparently a bit confused by the thundering events of recent years, Mr. Maged has been against the NRA, in favor of it and against it again, in rapid succession. Last week, in a telegram of congratulations to President Roosevelt, he came out in favor of it for the second time. "I trust," he wired, "that a new NRA will once again become a law."

Principles—Well, it can—if the Constitution is ever amended or interpreted to permit it—and, if Roosevelt has half the power which many experts believe the Election gave him, it may. For the President is committed to NRA's essential principles—"to improve working conditions . . . to reduce hours . . . to increase wages . . . to end the labor of children . . . to end monopoly . . . to support collective bargaining, to stop unfair competition."

"For all these," he declared, "we have only just begun to fight."

That was but one promise he made during his lengthy, far-flung and especially effective drive for votes. He made many of them, some vague, some specific, on many subjects. Study of his speeches will reveal these Roosevelt commitments:

Agriculture—"We will do all in our power to end the piling up of huge surpluses. . . . We will persist in successful action for better land use, for reforestation . . . for better marketing facilities . . . for a reduction of farm tenancy, for encouragement of farmer cooperatives, for crop insurance, and for a stable food supply for the nation."

Budget and Taxes—"If it [national income] keeps on rising at the present rate . . . the receipts of the Government, without imposing any additional new taxes, will, within a year or two, be sufficient to . . . balance the annual budget."

Water Conservation—"We will continue to work for cheaper electricity in the homes and on the farms of America. . . . Your Federal Government stands ready to do its share toward flood prevention."

Unemployment—"We will provide useful work for the needy unemployed, because we prefer useful work to the pauperism of a dole."

Housing—"We have not yet begun adequately to spend money in order to help the families in the overcrowded sections of our cities to live as American citizens have a right to live. . . . We need action and more action to get better city housing."

Security—"We will continue our help for the crippled, for the blind, for the mothers—our insurance for the unemployed—our security for the aged. . . . We have acted in the conviction that the way to bring about recovery was to tackle the problems of those who are at the bottom of the economic pyramid, to increase earnings and income, and through them the purchasing power of everybody."

Trade—"All that this Administration has done, all that it proposes to do, and this it does propose to do, is to use every power . . . to protect the commerce of America from the selfish forces that ruined it."

Foreign Policies—"We propose, of course, no interference with the affairs of other nations. . . . We seek only by force of our own example to spread the gospel of peace in the world. . . . Our closest neighbors are good neighbors. If there are remoter nations that wish us not good but ill, they know that we are strong; they know that we can and will defend ourselves."

COMMENT: Election Results Inspire Praise and Gibes From Newspapers and Columnists

EAST

New York Times (Ind.-Dem.)—"It is ridiculous to say that this . . . election was bought. If there was a venal or intimidated vote of any size, it was so swallowed up in the flood of huge majorities for the President as to have counted for very little."

Baltimore Sun (Ind.-Dem.)—"The President commanded support from a great body of voters who believe in the motives and in the general attitude of his Administration. It will be better for all, those who



Drawn for THE LITERARY DIGEST by John Shapi

President Roosevelt: victory is his . . . yet "we have only just begun to fight"

opposed Mr. Roosevelt no less than those who supported him, to be realistic about this fact."

Philadelphia Inquirer (Rep.)—"The superlative tribute which the people of the United States have accorded the President imposes upon him responsibilities so colossal as to stagger the imagination."

Portland (Maine) Press-Herald (Rep.)—"A death blow perhaps to the Republican Party."

Springfield (Mass.) Republican (Ind.)—"Lincoln's mood in his second inaugural, 'with malice toward none, with charity for all,' befits the President in his triumph."

SOUTH

Louisville Courier-Journal (Ind.)—"It was a victory for 'the American way,' which has found new expression to-day through Franklin D. Roosevelt."

Tampa Times (Ind.-Dem.)—"The triumph is so great as to be extremely sobering."

Arkansas Gazette (Little Rock: Ind.-Dem.)—"Such matters as tax and tariff laws have given way to universally human things, the living problems and opportunities of the average man and the average family."

Dallas News (Ind.-Dem.)—"This is the dawn of a new day, the day of . . . stress on general welfare and a belief in the average man's right to enjoy life."

Birmingham Age-Herald (Ind.-Dem.)—"The American people with an overwhelming voice acclaimed a mighty, warm-souled endeavor in their service."

Charlotte (N. C.) News (Dem.)—"The mind of America . . . still works clearly enough to perceive almost instinctively the difference between mediocrity and superlativeness."

WEST

Phoenix (Arizona) Gazette (Ind.)—"The Roosevelt victory gives assurance that the Capital of the nation will not shift back to Wall Street for at least another four years."

Boise (Idaho) Statesman (Rep.)—"Hoping that the second Administration of Franklin D. Roosevelt will take a more sane course than the first."

San Francisco Chronicle (Ind.-Rep.)—"There is a certain peril to the victors in the very vastness of victory."

Los Angeles Daily News (Dem.)—"When America, which for almost half a century had fallen into evil ways, returned with such a crashing rebound to the faith of its founders, it set a new pattern in representative Government."

Reno (Nev.) Evening Gazette (Rep.)—"With the Supreme Court still standing in defense of the Constitution."

MIDWEST

Indianapolis Star (Ind.-Rep.)—"It was a personal, not a political indorsement."

Grand Rapids (Mich.) Herald (Rep.)—"Perhaps this is the 'revolution' of which we have been hearing."

Kansas City Star (Ind.)—"The American people are for the great objectives President Roosevelt has so dramatically presented."

Davenport (Iowa) Democrat (Dem.)—"Had the American people failed to reelect

President Roosevelt, they would have convicted themselves of base ingratitude."

Milwaukee Journal (Ind.)—"Forward-looking men in their own interest will be planning to cooperate with a day that is new, but no newer than the Fourth of July in 1776."

Minneapolis Journal (Ind.-Rep.)—"The voters gave Mr. Roosevelt a new tenure of power without knowing just what he intends to do with it."

Emporia (Kan.) Gazette (Ind.-Rep.)—"We are walking down a strange highway, but we have deliberately chosen to go that path. Our eyes are wide open. We know what we need, and neither courts, nor Constitution, nor ancient tradition can hold us here at the turn of the road. We are going on a great adventure."

COLUMNISTS

Dorothy Thompson, New York Herald Tribune Syndicate, in seventy newspapers: "Every voter on relief and every voter who is a member of any trade-union could be



"THE TUMULT AND THE SHOUTING DIES"

—Elderman in Washington Post

eliminated, and still Mr. Roosevelt would have been reelected. We have heard the voice of a nation speak."

Mark Sullivan, New York Herald Tribune Syndicate, in seventy-five newspapers: "Any candidate who would challenge Mr. Roosevelt to a competition in promising must be credited with more courage than judgment. The fact that Mr. Landon made some promises exceeding Mr. Roosevelt's is going to make it difficult for the Republicans to get back to an opposing position."

Walter Lippmann, New York Herald Tribune Syndicate, in 139 newspapers: "Messrs. Coolidge and Hoover had landslides in spite of Teapot Dome because this country was and is interested in good times. Mr. Roosevelt has a landslide because times are much better. Without the better times, his social idealism and his program would have gotten him nowhere."

Hugh S. Johnson, United Feature Syndicate, Inc., in thirty newspapers: "Especially toward the close of the campaign, a popular mood of resentment over attacks on the President rose like a wave everywhere. People knew that he had done his best to help everybody and every class and that he had been largely successful in do-

ing so. They don't like the hand-biting dog at meal-time. There were a good many self-constituted avenging angels in that vote. This, more than any other cause, was responsible for the great last-minute rush."

David Lawrence, New York Sun and 160 newspapers: "President Roosevelt has won a personal triumph unprecedented in American history, and, therefore, has it in his power to heal the wounds of the campaign and lead a united country through the next four years. Problems of the most far-reaching character . . . must be solved and can be only if partisanship is buried and campaign bitterness is brushed aside."

Paul Mallon, North American Newspaper Alliance, in 300 newspapers: "Now it can be told, because it is now worth telling, that middle-aged political tacticians considered the strategy of the Democratic campaign the best they have ever seen. The main technical theme was to drive home the point that any one who opposed President Roosevelt was an economic royalist or a plutocrat, a luster for power or at least some one who was highly undesirable. The extent to which the point was driven home is evident in the results."

Raymond Clapper, Scripps-Howard Feature Service, in twenty-three newspapers: "The election is a challenge to the opponents of Roosevelt. It is a challenge to them to accept the verdict of the country, and to contribute their share toward making the American system work."

Heywood Broun, United Feature Syndicate, Inc., in thirty-six newspapers: "Here and now I ask permission to extend felicitations to Mrs. Alfred M. Landon. The most graceful and charming remark of the campaign came from her in the very dark hours of her husband's tribulations. I quote the press association dispatch about the victory cake which lay upon the Topeka sideboard. 'Maybe—just maybe,' said Mrs. Landon, 'we have waited too long to cut it.' Spoken like a sport, I say, and doff my hat."

FOREIGN

France—"The triumphal reelection of President Roosevelt causes all the more satisfaction in France since the President has constantly shown himself an open friend of our nation."—*Petit Parisien* (Center).

Britain—"Give the people leadership, such as Roosevelt has given them, and they will follow every time."—*London News Chronicle* (Lib.).

"No dictator, whether Fascist or Communist, can challenge the solid basis of his backing."—*London Times* (Cons.).

Finland—"The world will watch with the greatest interest the continued rule of this democratically elected dictator."—*Hufvudstadsbladet* (Swedish People's).

Soviet Union—"The struggle was openly concentrated on the issue of whether bourgeois democracy should be preserved or abolished—on the question of partial concessions to the working class or a frontal attack on the toiling masses."—*Izvestia* (Official).

Switzerland—"It is excellent not only for the United States but for the whole world, for Franklin Roosevelt is a man not only for democratic reforms within the country, but also one who favors international cooperation."—*Journal des Nations*.

MADRID: SHAMBLES OF WARRING SPAIN

Cabinet Gone, Gold Removed, Leftists Fight at Barricades



© International

Rightist troops marching to attack Leftists in converging, triangular squeeze of Madrid

Madrid, for almost a thousand years the seat of Spanish royalty, last week became the graveyard of Spain's Republic. Abandoning the Capital to Gen. José Miaja as Military Governor as the Rightists battered at all but one of its approaches, Premier Francisco Largo Caballero betook himself with his Cabinet to Valencia, on the Mediterranean.

Behind him, he left not only the city's normal population of a million gay bullring fans and nobles shorn of their heritage by his proletarian régime, but also another half million tattered refugees. For months, dreading the merciless onslaught of Insurgent Gen. Francisco Franco's redfezzed, rough-riding Moors and Foreign Legionnaires, peasants and villagers from the outlying southern and western regions had bundled all their worldly belongings into creaky donkey-carts and trudged their sad way to the beleaguered Capital.

Cut off from the rest of the country, except eastward to the Mediterranean, the whilom Bourbon Capital was abandoned to radical militiamen and women, Anarcho-Syndicalists and Communists who vowed to fight to the death against the steady advance of the Rightist and Fascist foes.

Envelopment—Tho delayed by rain and sudden mechanized reenforcement in Leftist ranks, General Franco's enveloping triangle squeezed inexorably within three miles of the Capital, when its southern angle swooped down upon the Carabanchel suburb. His immediate objective appeared to be the Toledo Bridge on the Manzanares River, on whose banks the city was built in the middle ages.

Forestalling Insurgent strategy, however, the Military Junta for weeks had been re-

enforcing the already stout parapet defenses and barricades flanking the wide avenues along the river's embankments, and had mined the five bridges that span its shallow waters.

Somewhat irked by his generals' boast that Madrid would be wrested from the Leftists not later than November 1, General Franco ordered a general advance of his highly mechanized army and launched a terrific drive from Carabanchel. Roused to the pitch of butchery, Leftist militiamen and women used knives, bayonets and rough weapons in a hand-to-hand engagement, and barely succeeded in stemming the onset. Getafe, Madrid's air-port eight miles southward, was set aflame before its capture by the Insurgents, who avenged themselves by pouring tons of shells on Madrid.

Unavailing were the thunders of Leftist 75's which, from strategic points about Madrid, shelled the attackers, while from housetops Red militiamen raked the whippet tanks. With military precision, the Fascists pushed their skilfully maneuvered attack, steadily converging the three corners of the dread triangle about the besicged. At the same time, dour, hulking Gen. Emilio Mola lashed his northern Rightist columns toward Escorial, mausoleum of Spanish royalty, closing in on Madrid from the rugged Guadarrama Mountains.

Defiant—In Oviedo, quondam residence of Asturian Kings near the Bay of Biscay, Insurgent defenders still held out against the grim, dynamite-toting miners, who defied the ferocious counter-attacks of howling Moors, but failed of their objective. On the Basque front likewise, the Rightists

were able to withstand a strong government offensive.

In Bilbao, Capital of Biscay Province, the Leftist defenders feverishly reequipped and reorganized their forces. Last week, 10,000 paraded the city celebrating the nineteenth anniversary of the Russian Revolution. Their confidence seemingly restored, they hurled defiance at the Rightists, begging to be allowed to avenge the Madrid Government by recapturing for it near-by fashionable San Sebastian.

Meanwhile, the Leftist Government moved the Bank of Spain to the Mediterranean seaport of Cartagena, naval arsenal, thus safeguarding its gold reserve which, at the beginning of the Civil War, amounted to more than \$700,000,000. President Manuel Azaña, making the Catalan Capital of Barcelona his temporary residence, remained tight-lipped as Catalan leaders tried to obtain from him recognition of their independence by threatening otherwise to come to an agreement with General Franco.

Diplomacy—While Germany and Italy were said to be ready to recognize Franco's Government at the first flash announcing the capture of Madrid, Luis Araquistain, Leftist Ambassador to Paris, made light of the matter as "of little importance from a military standpoint."

"It [the fall of Madrid] certainly will not end the Civil War," he said. "The Rebels will find no gold in Madrid. We would rather throw it in the Mediterranean than let them have it."

Echoing their envoy's opinion, announcers of the CNT (National Confederation of Labor) radio station in Jaen, southern Spain, asserted that Franco "will find nothing but a mass of ruins and piles of corpses" in case he should take Madrid.

While the Military Governor of Madrid, seemingly hard put for men, reorganized four battalions of shock troops for a last stand even in the streets of the city, he issued a manifesto declaring: "The whole world is watching your supreme efforts. Your great moment has arrived. Failure means dishonor, slavery or death."

Press—Supporting him was Madrid's entire press:

El Socialista, Government organ, shrieked in glaring head-lines: "The advance of our troops must and can be turned into a rout of the enemy."

Mundo Obrero, Communist daily flashed: "So far, Madrid has neither won nor lost."

RED BACKS KING: M. P. Is Well-Wisher to Mrs. Simpson; Her Lineage Royal

An English Communist defended his King last week.

"If the King wishes," said William Gallacher, lone Communist Member of Parliament, "I see no reason why he should not marry his American friend, Mrs. Wallis Simpson. It is no offense to be an American."

"Naturally," the Communist M. P. pointed out, "the 'charmed circle' would be upset. But we labor people certainly won't worry about it. . . . As far as I am concerned, I will say: 'Good luck to him and good luck to her.'"

Altho British society may object to the idea of the King's marriage to a foreigner

and commoner, there seems to be little doubt that such a union would be popular with the masses. Just as her charm has won her the staunch friendship of other women, so has her lack of braggadocio won the good wishes of the common people. Her only comment to a United Press correspondent was, "I am not important," and the assertion, "I feel humiliated."

Support of many has been won by Mrs. Simpson because of the way her life has stood the searchlights of publicity. The worst that has been said of her concerns her ability to devastate with charm and be ruthless in the pursuit of happiness. If she is proud of her conquest, certainly her most intimate friends have not betrayed her. If Edward VIII is ruler of his life in private, Wallis Simpson seems capable of conducting herself on noble lines—if not of blood—of breeding.

Royal Lineage—Official genealogical records, however, go so far as to show the Baltimore woman descending in a straight line from a noble Norman knight who supported William the Conqueror at the Battle of Hastings in 1066. Recent press dispatches state that the Norman knight founded the House of Montague. "Sir Simon de Montacute (eleventh-century spelling) launched the family into royal status when he married Aufrica, daughter of the King of the Isle of Man," they add. "Sir Simon became King himself when his wife's father died in 1315. Peter, a younger son of the Montagues, sailed to America and carved for himself a suitable estate in Virginia before he was twenty-one. He became one of the first members of Virginia's House of Burgesses."

Mrs. Simpson's great-great-grandfather, John Montague of Cumberland County, distinguished himself during the Revolutionary War by rushing forward to take a sword-thrust intended for Gen. George Washington. Her great grandfather, Henry Brown Montague, established the family in Baltimore. Alice Montague, mother of Mrs. Simpson, married Teackle Wallis Warfield, son of a Baltimore legislator and merchant.

Previous Friend—Mrs. Simpson is not the first American woman to receive the attentions of King Edward. Mrs. Dudley Ward, wife of the Rt. Hon. William Dudley Ward, liberal Member of Parliament from 1906 to 1922, retained the friendship of the Prince of Wales for seventeen years. Married to a man twenty years her elder, she consumed her youthful energies matching dance steps with the Prince till dawn. Her husband remained a friend of the Prince, going with him to prize-fights.

But in 1930, Mrs. Ward divorced her husband; and the Prince of Wales ceased to be seen with her.

Whether it was Mrs. Ward who said "no" to the Prince, or whether it was King George V and the Privy Council, has never been told. But the friendship faded into oblivion.

Seven years ago, the Prince of Wales made a statement which, as King Edward VIII, he may still remember. "During twelve hours every day, I have to be what other people want me to be. The rest of the time I can be myself. If I married, I should spend the rest of my time being what my wife wanted me to be."

He also said: "I've never met the girl I would care to marry. When I do, I shall marry the girl." If he has had a change of mind, it is reasonably certain that the



Keystone

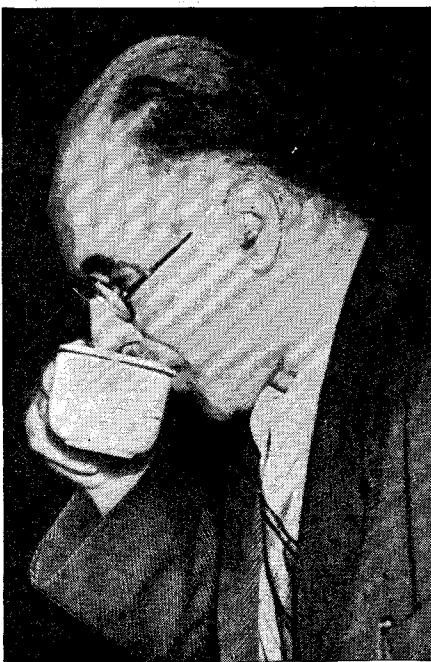
Mrs. Dudley Ward . . . retained the affections of the Prince of Wales for seventeen years

successor to his affections knows where she stands.

But whether the British monarch marries Mrs. Simpson or not, it is likely that their romance will go down in history bracketed with those of Abelard and Heloise, Antony and Cleopatra, *Romeo and Juliet*.

EDWARD SPEAKS: Rides to Parliament and Discards the Royal "We" in Address

Along The Mall thousands of King Edward's loyal subjects huddled in the rain on America's Election day to cheer him on his first opening of Parliament. The monarch, loath to expose guards and bobbies to a drenching, thoughtfully canceled orders for his gilded coach, eight proud



Wide World

William Gallacher, lone Red in Parliament, "spoke up" about the King

horses, and the pageantry loved by cockneys.

Instead, clad in the gold-heavy Navy uniform of an Admiral of the Fleet, he crept along in a black limousine at twenty miles an hour. Outside a window of rose-red Marlborough House he waved his cocked hat to his mother.

Velvet-robed peers and peeresses in diamond-bright coronets and the more flattering tiaras modern Edward prefers jammed the House of Lords so that sixty women failed to obtain cards. Like their betters, M. P.'s turned toward the gallery and strained their eyes in vain for a glimpse of the King's American friend.

Because the King is still uncrowned, an attendant carried the Imperial State Crown which glittered with the Black Prince's ruby, sapphires, emeralds and 2,783 diamonds. The monarch walked with bowed head toward the single throne flanked by his three tall brothers.

Faith—"My lords, pray be seated," he said. Then, in the prescribed audible voice, he repeated the oath every new British monarch must take. "I do solemnly and sincerely in the presence of God profess, testify, and declare that I am a faithful Protestant and that I will, according to the true interest of the enactments which secure the Protestant succession to the throne of my realm, uphold and maintain the said enactments to the best of my power and according to law."

According to the *Chicago Daily News*, the King looked "less bored than usual" as he read the speech his Ministers had prepared for him. There is a legend that some years ago a monarch, wearying of his set speech, droned some nonsense verse. No one was listening, anyway. Edward stuck to the letter of his.

Soothing business men worried by rumors of the postponement of the coronation, he twice referred to the ceremony next May, and announced that, like King George V, he would hold a Durbar to inform the Indian Princes and people of his succession.

The speech outlined the Government's program for this session. "The policy of the Government," he read, "continues to be based on membership in the League. They desire to see the League strengthened for its work in the pacific settlement of international disputes." The words answered Benito Mussolini's Sunday speech, in which he said Geneva must either reform itself or die. Doubting it could improve, *Il Duce* insisted that "as far as we are concerned it can perish in peace."

Anti-Fascist—King Edward revealed the Cabinet's determination to introduce stronger laws for the control of "persons and organizations who provoke or cause disturbances to the public peace"—meaning Sir Oswald Mosley's Fascists, who have recently inspired riots in London's Jewish East End. Other promised internal reforms include nationalization of mine royalties, aid for agriculture and fisheries, public health measures, and suppression or regulation of drinking-clubs—some of which have Edward himself as a generous patron.

For the first time in history, a woman gave the Commons' "humble address" in reply to the royal speech. The popular Tory M. P. for Dundee, Miss Florence Horsbrugh, tall and with a humorous Scottish face, had to wear a brown evening dress at high noon for the occasion. Miss

Horsbrugh, who served in canteens during the War, echoed His Majesty's approval of Britain's gigantic arms program. "If ever the time comes again when women wait and men fight," she said, "one great suffering we demand that we shall not undergo, namely that human lives should be sacrificed because due preparation was neglected."

Following his revolutionary precedent last winter, King Edward again discarded the royal "we" for the more human "I" and "me." He also gave the word "route" its American sound of "rowt" instead of the English "root." This pronunciation might have provided a more valuable bit of gossip if King George had not used it first.

COUP IN IRAK: Army Seizes Control and Faisal's Son Sits Uneasily on Throne

As far back as human history can be traced, the land now known as the Kingdom of Irak glittered with flourishing empires, whose cities now lie in ruins which the pick and shovel of excavators alone disturb.

It was the Garden of Eden to the ancient Hebrews and Mesopotamia to the Greeks. To the world its name evokes the echoes of ancient grandeur and decay—the Kingdom of Assyria, whose dread monarch, Hammurabi, framed the first code of laws; Babylonia and Chaldea, whose cuneiform clay tablets recorded the science of the stars; Seleucia under the successors of Alexander the Great; part of the Roman Empire before and after the birth of Christ; home of the Sassanian (Persian) Dynasty; seat of the Califs and Capital of Haroun-al-Raschid, hero of the Arabian Nights; and later conquered and ruled by the Turks until the British drove them out during the War and established the Irak Mandate.

To this day the pleasure-bent citizens of Bagdad love to draw the mournful refrain of their cherished song: "Truly have I endured the woe of ill-starred Nineveh!"*

Rich Rivers—Through all these centuries the two world-famous rivers—the Tigris and Euphrates—have flowed, laden with the silt of Mount Ararat and the Assyrian Mountains into their confluence at Shatt-El-Arab, yearly filling a strip of the Persian Gulf and extending the fertile green margin where countless date-palms flourish in the subtropical heat of the sultry summer.

Last week Bagdad, glamorous Capital of the Califs and now peopled by a motley humanity of 300,000 Arabic-speaking Moslems, Christians, Jews, Kurds, Persians, Hindus and Europeans, turned its eyes toward the old Turkish barracks and *Serai* (government building) on the Tigris, where the new Cabinet of tall, dark-complexioned Hikmat Bey Suleiman had begun its rule.

With bated breath, red-fezzed Jewish *khojas* twirled their strings of amber beads as they reclined on the straight-backed wooden benches of the *suks* (marketplace), bazaars and cafés. They listened intently to the whispers of their Nasrani (Christian) and *aba*-clad Moslem countrymen, which detailed the fall of the Government

at the hands of the Army. They feared chaos and conjured up the possibility of a thick cloud of British bombers from Palestine and Egypt being rushed thither to restore order and save the throne of twenty-three-year-old King Ghazi I, son of the celebrated King Faisal.

Whirligig—Gulping thick, cardamom and rose-water-flavored Arab coffee, they rehashed the events of the last few years when short-lived Cabinets, including that of stocky, swart Yasin Pasha el-Hashimi, had put down the unruly tribes of Euphrates Arabs, northern Kurdish and Yezidi (devil-worshiper) tribes, who opposed conscription.

A fortnight ago, stalwart, dictatorial Bakr Sidki Pasha, Commander-in-Chief of the Irak Army, had showered Bagdad with ultimatums from bombers, giving Premier Yasin Pasha six hours to resign. Irked by

troops of King Faisal, who, with Lawrence of Arabia, helped defeat the Turks during the World War. Scorning danger, the loose-tongued General is said to have met violent death.

Irakis were silent with fear and grudgingly accepted the military set-up. To them, both the shrewd, quick-witted al-Hashimi and Jaafar Pasha were national heroes, who valiantly stood out against British intervention until they ushered their country into League of Nations membership and willy-nilly accepted a friendly Treaty with London. It was only the bland, conciliatory policy of King Faisal that prevented a rift among the inchoate Irak Parties and fostered an understanding with Britain, which now maintains an Embassy in Bagdad.

Unschoolled in self-rule, Irak split widely into two main political Oppositions



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The Kingdom of Irak can be traced to the beginning of human history

the stubborn Premier, Sidki Pasha's planes machine-gunned the Capital; his troops marched through one of its four ancient gates, occupied the Government House and installed his own Premier Hikmat Bey after a lengthy audience with King Ghazi. Overnight, Irak succumbed to the rule of a military dictator. His ultimatum, pasted on the brick, *patio*-modeled house of Bagdad's New Street, read:

"Your Government officials, who are our brethren and colleagues, in the service of the country, must now support us in our mission, which is the will of the King. Because, unfortunately, the Army may be compelled to use force, and any one not heeding may place himself in a dangerous position materially and morally."

Abandoned by the King, the veteran, Turkish-educated al-Hashimi saw the end of his guardedly anti-British policy and fled helter-skelter to the Syrian border in a high-powered American automobile. Less fortunate was Jaafar Pasha, popular statesman, former General in the Turkish Army and Commander-in-Chief of the Arab

—the Progressives, led by the late Jaafar Pasha and Nuri Pasha Said—and the Nationalists, under Yasin Pasha al-Hashimi. Both wings are strongly nationalistic and Pan-Arab in outlook, altho they differ violently on domestic and financial policies. While he lived, King Faisal ironed out their differences, knowing that, without Britain's help, Irak would split into warring factions and open the way for attack by his feudal enemy, powerful King Ibn Saud, ruler of Arabia.

Call for Help—For months, since the outbreak of Arab-Zionist violence in Palestine, Irak Moslems have clamored for material help for their Arab brothers in the Holy Land. To humor them, Nuri Pasha, then Foreign Minister, tendered his good offices to Britain, almost succeeding in bringing about a truce. But Irak Arabs wanted direct assistance, tho Premier al-Hashimi deemed it unwise, partly because of the presence of 120,000 Jews in the country.

Slightly smaller than California in area, Irak has a population of 3,300,000, predominantly Moslem and divided into two

*Ancient Capital of the Assyrian Empire destroyed with a heavy hand by the Medes and Babylonians about 607 B.C.

sects, Shiah and Sunnahs. The Christians, who number about 80,000, are split into various denominations, including those of the Latin, Syrian and Chaldean rites. There are also Mandeans, followers of John the Baptist, along the Euphrates.

PUZZLED PERU: Winning Presidential Candidate Disqualified; Who Will Govern?

Sprawling like a huge triangle at the foot of the Andes Mountains, Lima—once capital of all Spanish America, city of Kings and relic of the glorious Inca Empire—blends old and new in curious Spanish-Indian contrast. Sparkling like a matchless gem on the Pacific Coast of South America, its facets reveal ever-new reflections of Peruvian life.

Last week the eyes of 6,700,000 natives of Peru, not more than 600,000 of whom are pure Spanish stock, were riveted to their plaza-studded Capital. Their Constituent Assembly, meeting at the massive Palacio del Congreso in the Plaza Independencia, had voided all votes cast for Luis Antonio Eguiguren, Social Democrat nominee. The votes were thrown out on the ground that he and others on the same ticket were supported by the outlawed radicals of the Apra (*Alianza Popular Revolucionaria Americana*)*.

Peruvians had waited since October 11 for the ballots to be counted as they were collected from the far-flung districts of a country as large as Texas, Arizona, Nevada and Utah combined. While the results were being tabulated, registering only the votes of males twenty-one years of age and over, the alarm of business and conservative classes became vociferous.

Martial Law—General Don Oscar Raimundo Benavides, taciturn, stern-eyed President who was elected three years ago to complete the term of assassinated Luis M. Sanchez Cerro, hastily "accepted" the

*American Popular Revolutionary Alliance.



Courtesy The Magazine of Peru

President Benavides changed Cabinets

resignation of his Ministers and installed military, naval and aeronautical experts in his Cabinet. Backed by clerical and business interests, he clamped down rigid censorship, forbade newspapers to publish election returns and convoked the Constituent Assembly.

To clinch his strangle-hold on the country, he set up the machinery for enforcing martial law in case of trouble, while the prostrate Assembly readily bowed to his will and invalidated the election of Dr. Luis Antonio Eguiguren, Presidential candidate of the Social Democratic Party, together with other senatorial and congressional candidates.

Apra—For three years General Benavides has had to contend with the mushroom spread of the Apra, which advocates the parceling of the large estates, a thoroughgoing economic reorganization and close co-

operation with other Indo-American countries, where it maintains propaganda centers. Apra is a purely Peruvian movement, concocted to benefit mostly the Indo-American elements, which constitute fully 4,000,000 of Peru's population. To these aborigines, Aprismo is the "Open Sesame" coined by the fates to bless them with land and to share with them the vast farm, mineral and oil resources now mostly in the hands of foreign interests.

Women would be granted equal civic and political rights and education be made compulsory in both the Spanish and Indian languages.

Prime-Mover—Not less meteoric than his political theories is the head and prime-mover of Apra, Victor Raúl Haya de la Torre, whose highly expressive and engaging personality cuts one of the most picturesque figures in Latin America. So great is his appeal to the masses that uncanny powers are attributed to him and his personal charm combines persuasiveness and eloquence bred from a culture and experience acquired through extensive travel and study in Oxford University, Geneva, Germany, the Soviet Union, Mexico.

Exiled by the reactionary régime, Haya de la Torre yet bobs up like a phantom in the villages, the plantations, even in Lima itself, to harangue the masses in defense of their rights. Made a martyr by his exile and the Government's persecution of his Party, he yet takes an active interest in political life and supplies his followers with secret lists of candidates who run under various Party labels. During the recent election he even succeeded in broadcasting from a hidden radio station.

Candidates—In the same October 11 elections, General Benavides pitched his own coalition candidate, Jorge Prado, against Apra-supported Eguiguren, who ran as Leftist; Luis A. Flores, as candidate of the Fascist *Union Revolucionaria*; and Manuel Vicente Villaran, candidate for the Right wing.

Doctor Eguiguren, a Lima deputy, angled for Apra votes as his best bet for election. But his campaign activities were crippled when the police seized his newspaper and radio station. Undaunted, he rallied the Social Democrats and promised *sub rosa* to support the Aprista and to legalize them.

Meanwhile, Peruvians continue to ask: Who will be the next President? According to the Constitution, President Benavides can not succeed himself.

SUFFRAGE: Latin - American Women on March From Kitchen to Capitol

Shedding mantillas and castanets, aprons and spiced kitchen-aromas, Latin-American women are girding themselves for the battle of equal rights with men.

Arising from a lethargy of centuries of passivity and domestic ornamentation, Latin-American women are afire with new-born zeal to hack through the jungle of hostile custom and legislative regulations which keep them from sharing equality with the male sex.

To this end, delegates from thirty-six women's organizations in the Argentine assembled last week in Buenos Aires in an



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Haya de la Torre, phantom of Peru, succeeded in broadcasting his political speeches in elections

effort to force consideration of their problems upon the eighth Pan-American Conference slated for December 1, in the Argentine Capital.

Of twenty-one countries represented in the Pan-American Union three (Chile, Peru, Argentina) extend partial suffrage to women—only four (Ecuador, Brazil, United States, Uruguay) complete suffrage. There still remain thirteen in which a woman can not freely enter and practise in all professions; twelve in which a married woman may not engage in business without the consent of her husband or of the courts; eighteen in which a wife may not, with her husband, jointly administer their common property.

Brazil—Two years ago the new Constitution of Brazil provided for universal suffrage, the fruit of long struggle under the leadership of Dora Bertha Lutz, scholarly and truculent daughter of one of Brazil's greatest scientists, Adolpho Lutz.*

Venezuela—Black-eyed, sleek-haired Carmen de Clemente Travieso of Venezuela, distinguished herself in 1928 by defying Dictator Gomez's troops when they attempted to quell a student rebellion. To-day she represents a campaign "to abolish womanhood as a mere object of luxury, of pleasure, of indifference, and to free her from the economic yoke; to make her conscious of herself and her efficiency." Male sympathizers, 30,000 strong, organized into a society called Orve, have taken up cudgels in her behalf.

Mrs. Ana Esther de Trujillo, another active Venezuelan firebrand, has returned to her country after an absence of eighteen years to fight for the feminine franchise and other legal and political rights for women in Venezuela. Her objective is to launch a program of education for women in order that they may be better prepared to exercise the rights for which they are working. She points to the United States as an example of the significant part women have

*Doctor Lutz was instrumental in eradicating yellow fever in Sao Paulo, and in introducing the study of tropical medicine in Brazil. Herself a scientist, she felt no compunction in deserting her post at the National Museum and plunging into the thick of the fight of Brazilian feminists.



© International

Chile's only woman Mayor: Señora Errazuriz

played in a democratic Government, and believes that Venezuelan women are fully capable of taking an active part in the political life of their country.

Mexico—Dauntless, dark-skinned, curly-haired twenty-one-year-old Ana Maria Zapata, daughter of Mexican guerrilla warrior Emiliano Zapata, champions woman suffrage in Mexico as energetically as her father fought for landless Mexican peons in 1910. She storms Congress with petitions and speaks forcibly in open forums. Only women who are members of the National Revolutionary Party or who work for the Government are eligible to vote in Mexico. The present Government leans toward a more general suffrage, however, including all women who work, which would

still discriminate against the vast majority of Mexican women.

Chile—Trim-figured, suave-voiced Señora Alicia Canas de Errazuriz, Chile's only woman Mayor, a recent visitor to New York, voiced optimism for the future of South American women. The only offices a woman can not now hold in Chile are those of President, Senator and Deputy.

Organized in 1929, the Inter American Commission of Women has centered its energies upon obtaining signatures to a treaty guaranteeing political and civil rights to women. Doris Stevens, American Chairman of the Commission, and three co-workers, signature hunting among diplomats huddled over the Kellogg Peace Pact at Rambouillet, France, were rewarded for their efforts by arrest for obstreperous behavior in 1928.

Treaty—In 1930 an Equal Rights International was founded in Geneva to push the work in conjunction with the League of Nations. After eight years of agitation, Ecuador, Uruguay, Paraguay and Cuba have subscribed to the treaty. Remaining apathetic for the most part, a few other states boast the beginnings of progressive feminist legislation, among which are Brazil and Chile.

As far back as 1905, the first steps were taken toward a popular suffragist movement when women forced their way into South American Universities against the bitter opposition of both Church and State, a movement which to-day is sweeping the country. In markets and halls, on sugar and coffee plantations, and in remote Indian villages from the Antilles to the Argentine, women leaders are united in rallying their sisters to the cause of modern womanhood.

GREEK TYRANT: Metaxas, as Dictator, Represents Minority, Backed by Army

Since the World War, Greece has enjoyed nineteen chameleon-like Governments under two Monarchies, a Republic and five dictatorships, but none ever set up the systematic terror with which Gen. Joannus Metaxas now rules.

Among the ebullient folk who people a land where the chestnut-vendor at the Palace-gates used to speak his mind to the King, café patrons now whisper of politics—if they dare discuss it at all—aware that the man at the next table may be a spy. Indiscretions land critics in jail, doom them to secret trials undefended by witnesses or counsel. Borrowing from Mussolini, Metaxas's agents force victims to down a Vichy bottle full of castor-oil; imitating Hitler, the Greek dictator ships his enemies to prison camps where guards beat them unconscious, revive them with water, then beat them again.

In Greek, *metaxa* means silk. And silkily during the night of August 4, Metaxas flooded the streets of Athens and Saloniki with soldiers armed against riots. A battle-ship sidled into Piræus, ancient port of Athens. The General clamped down martial law. Next day, he gagged the press and seized some Communists; on August 6, he dissolved Parliament and political parties, explaining that his coup had forestalled a red revolt.

Outraged liberals could see no threat



Chairman Doris Stevens (second from right) of I.A.C.W. leads the fight for equal rights

from the extreme Left; out of 300 Deputies and Senators, they argued, the reds had never elected more than fifteen. Metaxas's real concern was the economic unrest which resulted in strikes, riots and bloodshed.

"The basis of Greek life," the London *News Chronicle* points out, "is poverty."

Repercussion—The country was one of the worst victims of the American depression. Bootblacks, small fruit-sellers and wealthy Greek merchants in the United States used to send millions of dollars annually to their needy relatives. After the crash, the golden stream became a trickle. Meanwhile, the *drachma*, worth twenty cents before the War, has sunk to less than one.

Only one-fifth of the peninsula's 16,074,000 acres are fertile. The rest consist of rocky mountains, hard, red earth, ledges stripped of surface-soil by torrential winter rains, hills with a few thorn-bushes. Small forests contain poor pines slashed by the peasants for resin for their turpentine-bitter *retzina* (wine).

In the silk factories on the plain of Attica near the Capital, men workers make at most sixty cents for a nine- to eleven-hour day. Women and children get less. On the storied slopes of Parnassus, old men devote their lives to a single goat, leading it out to a patch of scrub every morning. Their main diet is the *yaourt* made from the goats' milk. In the tobacco-fields of Macedonia in the North, a family of three could pool their day's wages and buy six packages of the cigarettes they help make. Economic self-sufficiency, difficult for the peasant, is impossible for laborers; many know the dull ache of incessant hunger.

Vague Reform—Hence the strikes. It was to prevent a general strike that Metaxas really set up his dictatorship. Since August, while claiming to be pro-labor, he has done little to help it. He advocated establishing an eight-hour day, and provided labor "homes" for the indigent. But his minimum wage law proved too vague to please either workers or employers.

For the moment, fear keeps the opposition silent. How long they will keep still, how long the dictatorship can last, hinges on the mysteries of Greek politics. For a hundred years, the country's rule has been a series of emotional crises, with each Greek's political notions different from all the others.

Commenting on their mercurial quality, Albin Johnson told in the New York *Herald Tribune* that he had ridden with members of the Athens Municipal Council—all Venizelist Republicans—after the late King Constantine's return from his first exile.

"Zito (hail) *Konstantino!*" they shouted to peasants. When the answering cheers had died down, they remarked cheerfully: "To-morrow we will cry '*Kato* (down with) *Konstantino*' even more loudly."

Unlike Hitler and Mussolini, their admirer Metaxas seized power without a majority, or even a highly organized minority behind him. His Free Opinion Party controlled only seven votes in both Houses.

Martinet—But when the plump General struck, he had the Army under control. He had been an admirer of Prussian discipline and order since his upper-class family sent him to military schools in Germany. There his brilliant record earned him the nickname "Little Moltke," after the hero of the Franco-Prussian war.

Traditionally, the man who has the



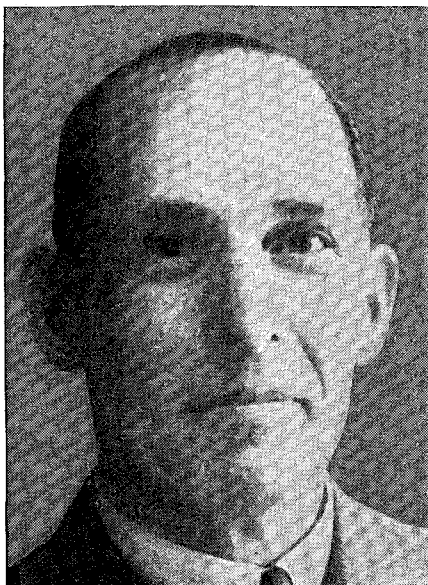
General Metaxas . . . silky terrorist

Greek Army has Greece. And in a country where conscripts draw about a dime a day, converts to any cause are cheap.

How long he can keep control remains an unanswerable problem. Unlike Mussolini, he has an unindustrialized, colonyless country, four-fifths barren; unlike Hitler, he has an undisciplined people, nearly half illiterate, all bred in a tradition of political flux.

By approving the dictatorship, King George II, recalled to the throne from a third-floor flat in Dover Street, London, after twelve-years' exile, has already lost much of the hysterical popularity which greeted him a year ago. Metaxas, understanding his volatile countrymen, has planned a celebration, with torchlight parades, to revive the Monarch's popularity—and his own.

In a few weeks, the General will bring back from their Florence tomb the bodies of George's father, King Constantine, and Queen Sophia, for a State funeral. The King died in exile after his forced abdication in 1922. For a time his body lay in a Greek Orthodox church at Naples. Then Republicans objected, and the priest placed the coffin and a few dead wreaths in a rented room in the house next door.



Keystone

King George II . . . losing popularity

FOREIGN FLASHES

Berlin—Left languishing since 1918, Kaiser Wilhelm's British-model Imperial Yacht Club at Kiel was dissolved last week, its good-will and property absorbed by the German Navy's Marine Regatta Association. To out-English the English, to make his club and the Kiel Regattas more brilliant than Cowes Week, annual race function of the Royal Yacht Squadron, was the former Kaiser's ambition.

Never successful, German imitations of British clubs are kept busy with lectures, public dinners, banquets, charities.

"We make the mistake of believing that English clubs were designed for meeting people, not realizing that their main purpose is to enable Englishmen to get away from their wives and female relatives," diagnosed a German commentator.

* * *

Rome—Vow to restrict imports from "sanctionist" countries notwithstanding, Benito Mussolini purchased a black and white English Shetland pony for the five-year-old son of his daughter, Countess Edda Ciano. For weeks Duke del Monte Marigliano, Military *Attaché* at London, scoured English farms for just the right steed for Il Duce to present to his grandson. Six-year-old piebald Betty, gamboling on the farm of Mrs. W. W. Grasby at Daventry, caught the Duke's eye.

* * *

Tyndale, Australia—A one-sided affection between a female kangaroo and a Jersey cow on the farm of H. F. Benson of Tyndale is remarked as one of the most unusual ever recorded. The kangaroo leaps along beside the cow on the way to pasture, feeds near her, stands by while she is milked, lies down with her at night, goes into a rage if a dog or other animal shows hostility to her. The cow has no affection for her self-appointed protector, finds her something of a nuisance.

* * *

London—Bigamy, Britain's favorite crime, is on the wane. For years after 1914, bigamy convictions rose until in 1924 and in succeeding years they hovered around 500. By 1933 they had dropped to 229, rising again to 256 in 1934. British statisticians have not yet completed the 1935 report; but it is known that the total of bigamy convictions will be lower than in any recent year.

* * *

Tokyo—War Minister Gen. Hisaichi Terauchi ("The Smiling General") bought a pair of sixty-cent clippers when he was made a member of Japan's Supreme War Council eleven years ago, liked them so well that he has cut his own hair with them ever since.

P.S.—He has virtually no hair.

* * *

Chungking, China—West China Union University discovered last week that Britain's King Edward VIII was not completely absorbed with domestic problems. He had found time to send there a thoroughbred bull and two cows.

* * *

Mexico City—Mexico had a taste of prohibition last week, when the first National Congress Against Alcoholism succeeded in closing every liquor store in the country for "antialcoholic day."

OREGON: BATTLE-GROUND OF R.O.T.C.

Objectors Lose Fight to End Compulsory Drilling in Colleges

On college campuses throughout the nation no institution has aroused more bitter tooth-and-nail scrapping between pacifists and patriots than compulsory military training. Effective in forty-five of the forty-eight States (all but Minnesota, Missouri and Wisconsin), its abolition has been the goal of objectors everywhere, its enforcement a source of sporadic riot and legal sharpshooting for years in California, Texas, Missouri, Ohio, Maine and many other States.

At no battle-ground have abolitionists presented a more united front than in Oregon. For five years churches, the liberal press, labor-unions and student and other organizations have waged an unrelenting battle to end the drilling and military lectures on the ground that they amount to peace-time discriminatory conscription.

Defeated time and again, they managed last spring and summer to get 16,000 sympathizers to sign a petition to place the issue on a State referendum ballot which contained five other initiative measures, all calling for increased taxation.

Vote—Last Tuesday, Oregonians went to the polls, voted a decisive “no” to this entire ballot. Worded to call for a “yes” vote for optional military training, the bill was swamped by a ratio of 7 to 4 by an electorate voting “no” with gritted teeth.

Had the bill been approved, nearly 2,000 students enroll at the State University of Oregon (Eugene) and the Oregon State Agricultural College (Corvallis) in the Reserve Officers’ Training Corps (R.O.T.C.) would have been released from three hours of weekly compulsory army training. No longer would they have had to don olive-drab uniforms, shoulder government rifles in close-formation drill, listen to lectures on hand-to-hand bayonet combat.

At Corvallis, known as the “West Point of the West” because of its \$350,000 military plant and the excellence of its military training, the R.O.T.C. units muster 1,362 students in the compulsory class (freshmen and sophomores) and 131 in the voluntary class (juniors and seniors). The Eugene institution has 632 students enroll in the first category and sixty-eight in the second.

Cause—By its emphatic action on such bristling preparedness for war, Oregon puts

its stamp of approval on the Morrill Act of Congress of 1862. The primary cause of college military training, this law endowed most present State colleges with Federal land, requiring each institution so funded to offer a course in military training.

Students of these courses were for years called cadets, became the Student Officers’ Training Corps during the World War. In 1920 the National Defense Act reorganized and coordinated it as the R.O.T.C., which became an auxiliary of the U. S. Army. Two years’ compulsory military training was recommended at an annual \$10,000,000 expense for the corps.

To-day, there are 228 R.O.T.C. units; seventy-three are voluntary, thirty-seven are in primarily military schools and 118 are in civil schools and colleges where military training is compulsory. At the end of the four-year course, the cadets receive a reserve officer’s commission. To educate such an officer costs an estimated \$739 in compulsory units, only \$305 in voluntary ones, the difference being that the latter are more efficient.

Battle—From the University of California (Berkeley) a student objector’s case was carried to the United States Supreme Court, his exemption right denied because California had never exempted any one. At the University of Texas, faculty and church objection prevented the installing of an R.O.T.C. unit last year.

In Carbondale, Ohio, the School Board tried to get an R.O.T.C. unit in the high school, supported in its campaign by American Legionnaires and the local newspaper. But churches and community opposition forced a town referendum vote in which the R.O.T.C. was defeated. In Bangor, Maine, the high school created a great row by denying a pupil an education because he refused to take military drill on conscientious grounds. Missouri University had its row, too, and the faculty finally abolished compulsory drill.

Deadlock—In 1934 the University of Oregon faculty deadlocked in a vote of 44 to 44 on a resolution to outlaw R.O.T.C. requirements for the University’s degree. Only the deciding vote of President C. Valentine Boyer killed the resolution.

The following year, Oregon’s ex-Major

General Governor, Charles H. Martin, prevented further action within the educational system against a compulsory R.O.T.C. by removing from the State Board of Higher Education Mrs. Cornelia M. Pierce, the one member of the Board openly in favor of voluntary military training. The conservative State Senate also defeated a measure abolishing compulsory drill by a vote of 19 to 8.

Last June, cumulative agitation against compulsory training brought rangy, blond Charles Paddock, then a junior in Oregon University’s School of Journalism, to organize a Committee for Peace and Freedom. His motive was to put the question directly to the voters. Honorary Chairman was Oswald Garrison Villard, an editor of *The Nation* magazine, and famous liberal. His father, the late Pacific Coast utilities magnate, Henry Villard, who was the founder of the University of Oregon, fled from Prussia in 1851 at the age of sixteen to escape military conscription.

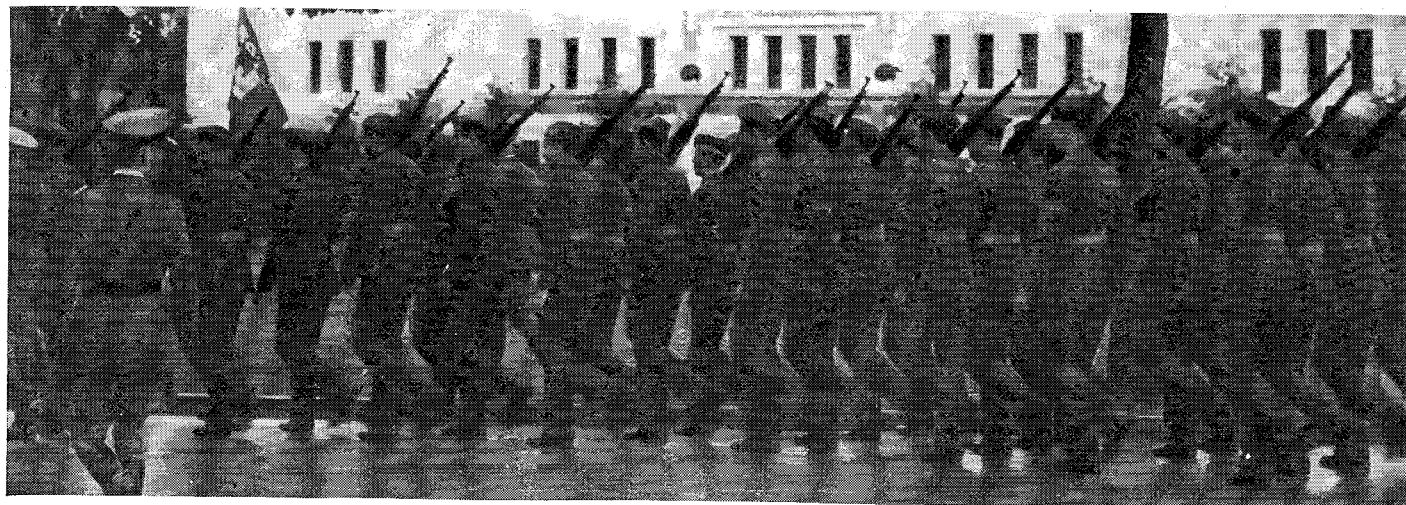
Referendum—Ambitious, young Paddock initiated a referendum petition, started to collect signatures in both Oregon and neighboring Washington, which also sponsors compulsory drill.

An attempt had been made in 1932 to place a similar measure on a Washington ballot, but the 50,000-signature minimum held it from the voters. Paddock’s Committee finally decided to concentrate on the home-State, which requires only 16,000.

Commander Harvey Swam of the American Legion’s Oregon District No. 1 stated that the object of “doing away with military training in our colleges is to weaken the defense of the United States Government, so that in a few years a bunch of Communists may take over the Government, and make slaves of the people.”

Paddock, however, quoted John W. Weeks, who when Secretary of War in 1924, declared that “the National Defense Act (in its reemphasis of the military training provisions of the Morrill Act) does not make military training compulsory at any of the institutions which receive the benefits authorized by the Act. So far as the War Department is concerned, it is optional with the authorities of the school, college or university, whether military training shall be “elective or compulsory.”

Ruling—On the same point, Paddock could also quote former United States Attorney Gen. William D. Mitchell, who declared in June, 1930, that, so far as the Federal Government was concerned, there was absolutely no legal necessity for compulsory military training in State colleges benefiting



Required course: members of the R.O.T.C. at Oregon State Agricultural College fall in line for regular compulsory drill

either from the Morrill Act, or the Department's R.O.T.C. funds.

On University of Oregon's campus the elections closed an intense chapter of undergraduate strife. Previous straw votes had shown the student body slightly in favor of abolishing compulsory R.O.T.C., tho fraternity and co-ed groups were almost to an individual for the required war-drill.

Undismayed by the upshot of the election, Paddock attributed defeat of the referendum measure to the general "no" vote on the six bills. Others felt that emphasis of opponents on the need for adequate defense helped the rout. Proponents said a fresh start would be made, were cheered by the fact that pending before Congress is the Nye-Kvale Bill to abolish the war-drills in all State colleges.

However, Col. E. V. D. Murphy, Commandant of the R.O.T.C. at the University of Oregon, said:

"The decisive vote of the citizens of Oregon against the proposed law to make training in Reserve Officers' Training Corps optional in the State institutions of higher-learning is the culmination of a campaign begun several years ago and largely fostered and supported by interests from outside the State. The results will make little difference at this University, where the long-established liberal policy of exemptions on account of religious convictions, economic pressure and conflict of study courses, safeguard the interests of the affected students."

Religion

ORIENTAL SOLACE: Hindu Ritual of Peace and Tolerance Gains U. S. Devotees

Buoyed by brisk lake breezes, smartly-garbed Chicagoans last Sunday swung down Michigan Avenue, churchward bound. Some turned toward the Gold Coast portals of nearby St. Chrysostom's (Episcopal); others headed down-town to the First Methodist Church.

An unnoticed handful of them, however, tho intent like their fellows on religion, slipped into a modern Loop office-building.

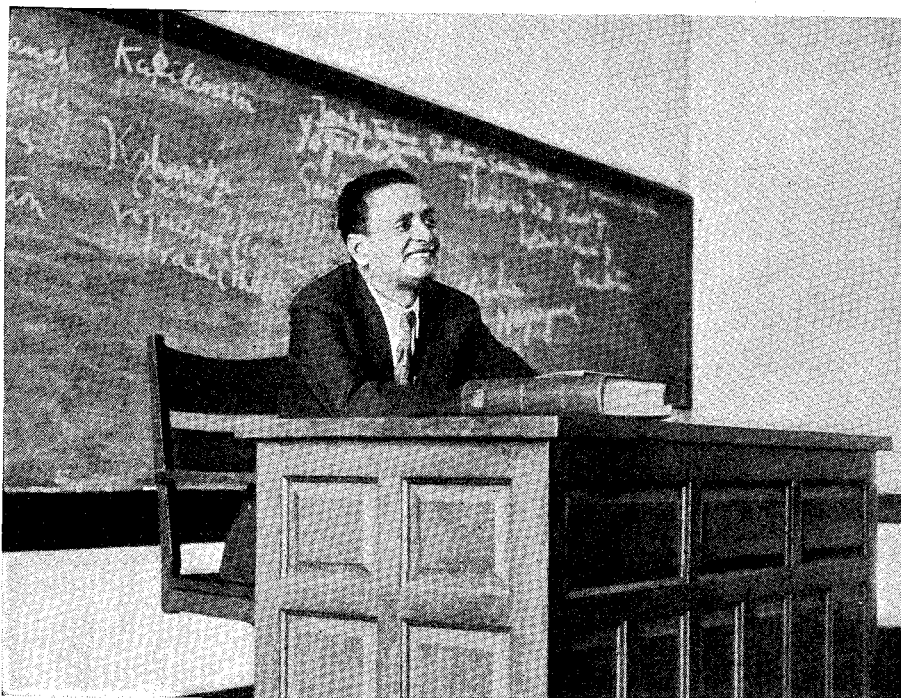
On the ninth floor, they entered a shadowy, carpeted room to escape machine-age jitters in an hour of the soothing incense and teachings of the Orient.

Led by slight, raven-haired East Indian *Swami* Gnaneswarananda, clad in a long tunic of orange satin, they chanted the English version of an ancient Hindu prayer, entered spiritual kinship with 225,000,000 other believers in Hinduism, the universal religion of tolerance and understanding.

Altho the United States claims only 30,000 of these, signs of a growing trend toward this religion of the East appeared last week. Indeed, the mushrooming of East Indian churches may have something to do with advance census estimates—a jump from 214 to 240 religious denominations in the United States in the last ten years.

In eighteen leading American cities, converts meet regularly each Sunday to drink in the assuaging words of calm-eyed Brahman priests and teachers whom they address by the respectful Hindu term *swami*, meaning "lord" or "leader."

It has been forty-three years since India



Swami Nikhilananda lectured at Harvard University

sent its first missionary to the Western world, beturbaned, mysterious *Swami* Vivekananda, who daily filled a Chicago convention hall with fascinated women as he lectured at a Parliament of Religions.

Lionized wherever he went, his first classes, held in 1897 in a dingy New York rooming-house, attracted socially and theatrically prominent persons, mostly women, even tho they had to learn their Hindu philosophy and religion while sitting on the floor. The great actress, Sarah Bernhardt, was among them.

Encouraged by his American popularity, *Swami* Vivekananda established a mission in India to train *swamis* to spread the teachings of the Hindu saint he followed—Ramakrishna, supposed son of two gods, but born of a human mother. From the mission, a thousand *swamis* to-day travel over the world, gaining new converts.

With establishment of his cult, known as *Vedanta*, *Swami* Vivekananda believed he had actually showed the superiority of Eastern religion over Western. America's first Hindu temple was built in 1900 in San Francisco by his followers.

Spread—Centers with 1,200 members now exist in New York, Providence, Boston, Chicago, Denver, Hollywood, Los Angeles, San Francisco and Portland.

Hinduism spread but slowly, however, until 1920, when swart *Swami* Yogananda crossed the ocean to attend the Pilgrim Tercentenary Anniversary International Congress of Religious Liberals in Boston, sponsored by the Unitarian Church.

This time, Americans paid \$25 for classes in Hinduism. The late naturalist, Luther Burbank; Judge Ben Lindsey of "companionate marriage" fame; Conductor Leopold Stokowski of the Philadelphia Symphony Orchestra, and Alvin Hunsicker, President of the Standard Textile Products Company, were among them.

Yogananda established headquarters in Los Angeles, and a national organization of twelve permanent centers, got 25,000 converts, called his cult *Yogoda*.

To-day, in a middle-class New York apartment-house, fashionably dressed women whose average age is forty-eight, gather each week with a few men to learn

from bright-eyed *Swami* Nikhilananda how to obtain mental poise and spiritual peace through the Hindu art of thought control.

Standing before a small incense-burning altar, he explains that (1) God is the spirit of universal love; (2) the world is only illusion, and (3) one's own soul is the only real thing in the world.

He attacks no other churches, teaches that one can worship any God and practise Hinduism.

Ritual—The ritual is simple, can be tried by any one anywhere. Here's how:

Before beginning, the student must relax completely, imagine himself outside his own body, merely looking on. Then:

1. He concentrates on his own personal Savior (for Christians, it would be Jesus Christ), and imagines he is charging his body with electricity or spiritual power.

2. He sits completely at ease, but erect, and breathes deeply with this rhythm: closes right nostril, breathes through left for four seconds, counting mentally with the sacred sound "Om"; holds his breath for sixteen seconds, then closes left nostril, breathing out of the right for eight seconds. During this time he imagines a sacred circle shutting out all harm.

3. He imagines a powerful force creeping up from the base of his spine to his brain, bringing powerful mental stimulation.

4. Concentrates on God or on a person he most reveres and imagines exchange of love and affection.

5. Sends vibrations of love to all beings, human, animal or vegetable.

6. Consecrates the fruits of his mental exercises to the Deity.

Fakirs, out to fleece the public, pop up from time to time among *swamis* as they do among all religious practitioners, but even they can not dim the full significance of a movement of which the Rev. Harry Emerson Fosdick, Pastor of New York's Riverside Church, said:

"Christianity is at work in India and Hinduism is at work in the United States. There is no possibility of Indian religion escaping the influence of Jesus Christ, and there is no possibility of American religion escaping the influence of the great Indian faiths."

NEW FILM TRIUMPHS IN USE OF COLOR

Majestic Desert Scenes Captured in "The Garden of Allah"

The cinema's most astute and tasteful use of natural color photography to date is found in "The Garden of Allah." Working under irritating difficulties in the broiling heat of the desert outside Hollywood, the Selznick-International Company, under Director Richard Boleslawski, not only has achieved a feat of high acting merit, but the camera work is without compare.

This time an ancient and always somewhat befuddled story achieves importance and beauty as a result of stunning performance and precise, planned use of Technicolor. The parching sun, gusts of wind freighted with hot sand and short tempers caused actual desert shooting to be a task distressing to every one. When it was ended, the result was several reels of color that ought to win over even the bitterest enemies of anything but black and white.

Extraordinary night scenes, majestic shots of desert tans and the flaming of dawn abound in the outdoor sequences. Matching these, in indoor settings, is the work of Lansing C. Holden and Natalie Kalmus.

This is the third time the motion-pictures have made a production from the Robert Hichens novel. The first was so long ago that most people have forgotten it, and just as well. Later, Rex Ingram made a production of it in France.

Vanished Fame—Unseen by hundreds in the theater at the Hollywood preview of the new version in color, unrecognized even by the hordes on the sidewalks, Ingram stood silently ten nights ago and watched the audience file out. With him was the star of the long-ago silent film, Alice Terry. No autograph hunters, scanning every face for yards around, stopped them, and one even pushed them out of his way as he rushed to snag the signature of a contemporary star.

W. P. Lipscomb and Lynn Riggs took no liberties with the plot structure of the story, but must have sprayed their typewriters with an astringent before writing the dialog. It is restrained, notes the dramatic handicaps of the feeble old story and relies on subtleties of feeling.

Boleslawski joined them in shying from lush direction, relying instead on the performances of Marlene Dietrich and Charles Boyer, coupled to the colorful backgrounds of the desert, to give the film pace and strength.

Miss Dietrich's debut in color appears to have loosed talents heretofore kept in reserve. She never has put more power into a rôle. Nor, satisfying to those who ignore performance values and look only for eye-appeal, has she ever been lovelier.

Dominant—Mr. Boyer's portrait of the Trappist monk who breaks his vows and goes away from the North African monastery probably will renew for him cinema contacts that were beginning to be frayed. He dominates the picture, keying his performance to the curbed writing of the scenarists and the disciplined direction of Boleslawski.

John Carradine, lank, sad-faced Shakespearean actor who forced his way to Hollywood recognition by roaming the hills at night intoning "Hamlet" until frightened citizens called the police, cements his value to the cinema in the rôle of the sand-diviner. Mr. Carradine splashed into motion-picture fame as the sadistic sergeant in "The Prisoner of Shark Island." That hearty beginning was temporarily blanketed by a stint of doubtful work in "Mary of Scotland." It is likely that "The Garden of Allah" will restore him to favor.

The Hollywood preview audience cheered the musical accompaniment by Max

Steiner, clipped three years off the estimate that within ten years all motion-pictures would be in color, and agreed that all of Miss Dietrich's previous films seemed to be rehearsals for this one.

Press Comment—*Hollywood Reporter*: "It is, at last, a part worthy of her. Her emotional intensity, so perfectly suited to the half-whispered and sultry reading of the lines, is perfectly keyed to the rôle."

Hollywood Daily Variety: "Superb in its production qualities. . . . 'The Garden of Allah' comes to the screen as entertainment of highest appeal for cultivated audiences."

ANTI-VICTORIAN: Katharine Hepburn Plays Courageously in "A Woman Rebels"

Miss Katharine Hepburn's seemingly endless preoccupation with costume drama stumbles momentarily in "A Woman Rebels," cinema-twisted title based on the Netta Syrett novel, "Portrait of a Rebel."

The original title was used until just before release of the picture. Then it was agreed (a) that some persons might think it had to do with the civil war in Spain, (b) that others might think it was an American historical picture and (c) that it wasn't a very alluring title anyway. Under either title, it is a chance for Miss Hepburn to be noble and brave, but once she has established those virtues, the film begins to skip down-hill.

There is no doubt that "A Woman Rebels" is excellent period drama, that it gives a blunt, condemning peek at Victorian England at its most squeamish. Also, Mark Sandrich, making his first deeply dramatic picture, has studied it with exceptionally shrewd bits of telling direction.

Appreciation—When it is ended, the appreciation is for Miss Hepburn, the Sandrich direction, the extreme fidelity to the period. Little remains to be felt for the story. It has served the theater's dramatists many times, will serve them again. It is nothing more nor less than a steadfast study of a courageous girl forced by betrayal to make over her whole life, with her ambitions thwarted.

The major character, *Pamela Thistlewaite*, emerges as a representative of all the women who were beginning to rebel against the strictness and stuffiness of the Victorian era. She crystallizes an age and a purpose. No other actress in Hollywood could have made the rôle more credible than Miss Hepburn does. The doubt is that it needed to be done at all.

Donald Crisp is without flaw as the dour Victorian father. Herbert Marshall is sympathetic but vague, his rôle requiring him to flit in and out of the proceedings like a May-fly.

Reviewers—Critical comment on the RKO picture was divided:

Frank S. Nugent, *New York Times*: "It is one of the picture's major virtues that it reproduces an era without stooping to its dramaturgy."

Kate Cameron, *New York Daily News*: "There is everything but real vitality in 'A Woman Rebels.'"

Hollywood Reporter: "A picture of superlative merits and some grave defects, this narrative vehicle for Katharine Hepburn adds to her personal laurels. Its appeal is largely to women."



"The Garden of Allah": Marlene Dietrich excels in beauty and acting in her debut in color

FLYING SUPERMEN AND SUPERWOMEN

They Are Picked by Air-Line Tests for Pilots and Hostesses

The young man who can't stand on one foot with his eyes closed for fifteen seconds can never become one of America's new supermen who patrol the sky-ways. The young woman who is not physical perfection personified—and a trained nurse besides—may as well give up her dream of becoming one of the country's superwomen.

Transport pilots and passenger air-plane hostesses to-day form the most carefully picked professional group in the world. Examinations indicate that fewer than half the nation's young men could qualify as transport pilots. For jobs as hostesses, thousands apply, but few are chosen.

Sleek in mind and body as the streamlines of the machines they pilot through the skies, these modern-day *Mercuries* are sorted out of the common run of humanity by a selfless elimination process which tolerates no flaw of body, nerve or character, no hesitancy, weakness of will—not even potential aberrations of brain, nerve, mind or muscle—if any telltale signs reveal them.

A total of 692 pilots, 432 copilots, 264 hostesses and 41 stewards keep the nation's 422 transport planes in the air. To join their growing ranks, applicants must face a preliminary physical examination. Seven hundred specially trained doctors, named by the United States Bureau of Air Commerce, put them through the tests. As well as the usual going-over for organic soundness, *aero-medicos* have devised items like these:

Balance: With closed eyes, stand on one foot for fifteen seconds; then repeat, using the other foot. The arms may be used for balancing, but one knee must not be used for supporting the other. Falls and hops are disqualifying.

Standing and Gait: Draw a straight line fifteen feet long on the floor. With eyes open, walk forward and backward on it. Then do it with eyes closed. Try it, heel to toe. Balance with arms, but don't fall or step off.

Relaxation: Bend the elbow with the fore-

arm pointing up. Rest the elbow on the palm of the examiner. Relax. When the examiner unexpectedly removes his hand, the arm should drop, if completely relaxed. If you can not relax, expect premature old age.

Breath Control: Exhale deeply; then fill the lungs comfortably and hold the breath. Holding the nostrils with fingers or a spring clothes-pin sometimes helps. Sixty seconds is good, seventy-five excellent; a few can hold their breath longer. Taking several deep, rapid breaths at the beginning of the test frees the blood of carbon dioxide, makes it possible to go without breathing for several minutes; but examiners don't permit it. When a pilot has to hold his breath, there usually is too little time for such preparation.

Nerve Control: Extend the arms with fingers spread, but relaxed. Slight tremors



U. S. Department of Commerce

Modern "*Mercuries*" must be perfect in health

of the hands are normal, but noticeable ones may indicate nervous disturbance.

Steadiness: Glue a seven-eighth-inch cardboard disk to the head of an ordinary wooden clothes-pin. Balance it on the end of a twelve-inch ruler. Taking hold of the ruler's other end, raise the pin from floor-level to head-height without toppling it.

Throughout the tests, the applicant is watched closely for signs of mental or nervous instability. "For the good of the service," *medicos* are seeking to eliminate "dangerous men." Deficiencies which never would trouble a civilian throughout his normal life may lead to a fatal crash in the air: stuttering, phobias, indecision, self-pity, violent temper, anxiety, undue caution, dizziness upon holding the breath, chronic tiredness, insomnia or abnormal sleepiness are danger-signals.

Passing such tests is only the first wicket, but half the applicants for pilot training fail to pass through it. Ground training eliminates half the remainder; they are found to lack the cool personality, the quick intelligence, the intuition, the mechanical instinct of the expert pilot.



United Air Lines

Air-plane hostesses also are aces

Many of the remaining embryo pilots lose out in their first flights. Fellow students wave a sad farewell to those who, in terror, "freeze" to the controls or don't make up their minds in a split second. The man with a "stutter personality," who stutters in his actions rather than with his tongue (the verbal stutters are dropped in the preliminary examination), can never own a commercial pilot's license.

It is somewhat easier to get a "ticket" to fly a private plane. Probably one out of every four young Americans, between the ages of eighteen and thirty, could make the private license grade. But medical examiners estimate that only one in ten may become transport or military fliers.

Health Guardians—Most of the large transport companies, have specialists to keep their fliers in first-class health. Other civilian *medicos*, selected by the Government, give the license examinations to would-be pilots and to thousands of others who want to learn whether they measure up physically to the standards of the aerial supermen.

The examination can be taken by any one. It costs only \$10.

Selection of hostesses for passenger-carrying planes is not subject to government regulation; the air-lines make their own rules.

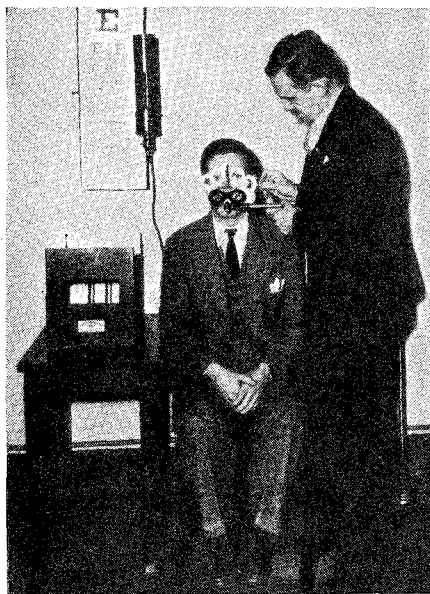
The chief employers are United Air Lines (164) and American Airlines, where about 100 are employed. Pan American Airways employs men stewards.

To sign on with United or American Airlines, the first requisite is graduation from a nursing-school; all hostesses must be able to put after their names the meaningful letters "R.N."—Registered Nurse.

The character-building training of a nurse entails at least three years in a nursing-school, rigid discipline, a smattering of medicine, and learning how to handle people. A well-trained nurse has the valuable trick of being cordial without being intimate; is friendly and at the same time impersonal, poised, self-confident, quietly efficient. In an emergency, she can be counted on to keep her head.

Standards—To these prime requisites, both air-lines add further requirements:

1. The hostess must be under twenty-five years old.
2. She must weigh less than 120 pounds.
3. She must be under five and a half



U. S. Department of Commerce

Few could pass tests for pilot training

feet tall (United Air Lines puts the top limit at five feet, four inches).

4. She must be in perfect health.

5. Her character must be above reproach.

6. She should have a certain amount of good looks of the "well-bred American," not the "show-girl," type.

7. She must have both intelligence and common sense.

Having passed the preliminaries, hostesses get an intensive training before they fly. In Chicago, American Airlines conducts a school where hostesses learn, in six weeks, the art of making flying passengers comfortable, how to prepare and serve meals aloft, the rudiments of aeronautics, meteorology, radio engineering. They learn what to do when a passenger becomes ill in midair; they can distinguish between a simple attack of air-sickness and something more serious, such as appendicitis.

When the nervous "first flight" passenger gulps at a sudden dip of the plane, asks timorously, "What makes the ship do that?" the hostess can answer readily, reassuringly. She can explain to passengers all about the radio beam, air-currents and the effects of altitude.

Air-line officials say most hostesses leave the service eventually to marry pilots. Air-minded eugenis and *medicos* are eagerly awaiting the next generation. Their question: will this unplanned hand-picking of parents indeed produce a race of superior Americans?

DON'T BELIEVE IT: Onions Will Not Cure a Cold and Fish Is Not a Brain Food

Eat all the green apples you want; they won't give you a stomachache. Polish off your lobster dinner with a plate of ice-cream; in a normal stomach, they will rest in peace.

Thus cynically does Dr. James A. Tobey, New York food authority, explode many a cherished health belief in the *American Journal of Public Health* this week. Altho foods, as chemical substances, may be classed as (1) acid-forming, (2) alkali-forming and (3) neutral, there is no scientific evidence that any one food or combination of foods can change the alkalinity or acidity balance of a normal person, he insists.

Aunt Sophronia, who had been picking her way through dinner because she was afraid of upsetting her "alkaline balance," can now eat as heartily as she pleases. Uncle Harry, who drank jugs of mineral water on the same theory, can toss his jugs out of the window.

With doctors all over the country swinging the ax on popular beliefs, folk-notions about health come crashing down like pine in a woodsman's paradise. From spinach as a preeminent iron vegetable, to the old adage about feeding a cold and starving a fever, none remains standing.

Reassurance—In Chicago, Dr. Clifford Barborka of the Northwestern University Medical College reassured trenchermen whose appetites run to exotic food combinations. Even milk and cherries can be eaten without fear, he maintains.

On the other hand, no miracles may be expected of foods. Onions will not cure a cold. Celery is no nerve tonic. Milk is not fattening. Oranges do not cause "acid

stomach." Fish is not a brain food, and no amount of mackerel will make an Einstein of little Eustace.

Not to be bested by these iconoclasm, Dr. Milton A. Bridges, diet authority at Columbia University, announced that an apple a day doesn't keep the doctor away, that there is no such thing as a "reducing" or "fattening" food, that it is silly to abstain from meat to cure high blood-pressure.

Misconceptions—It took Dr. August A. Thomen of New York University, however, to polish off the more profound health misconceptions once and for all. Doctor Thomen, in a book "Don't Believe It!" thoroughly destroyed these items of the American diet credo:

1. That eating green apples will cause stomachache. (Inadequate chewing of hard, unpalatable fruit may cause trouble, but not the greenness.)

2. That beef tea is very nourishing. (Beef tea is nothing but colored, flavored water. There is less nourishment in six large cupfuls than in one slice of bread.)

3. That the heart is on the left side of the chest. (If the body were sliced exactly in half, directly through the center of the breast-bone, only a little more than half of the heart would be found on the left side. It is neither left nor right but almost in the middle.)

4. That a compound fracture is one in which the bone is broken in several places. (A simple fracture is one in which the bone may be broken in one or more places, while the skin remains unbroken. A compound fracture designates that the skin was broken and the injury exposed to the air.)

5. That singeing the hair helps it to grow more abundantly. This idea, fostered by hair-dressers, is based on the theory that the treatment seals the ends of the hairs, preventing nutritious juices from oozing away. (But there are no nutritious juices in the hair.)

6. That reading light should come from

over the left shoulder. (Experiments prove that it doesn't matter where the light comes from, provided there are no shadows cast on the page and the rays of light do not strike the eye directly. The amount of light is important; most people use too little. An eighty-watt unshaded electric bulb, placed six feet from the page, gives the right amount of illumination.)

7. That pressing the upper lip or placing a key or piece of ice at the back of the neck will stop a nosebleed. (Ninety-nine per cent. of all nosebleeds stop themselves in a few minutes, which accounts for the marvelous effectiveness of such "cures.")

SCIENCE SHORTS

Early to Rise—You don't lie abed after a major operation if you are a patient of Doctor Florken, of Frankfort, Germany, reports the *Journal of the American Medical Association*. He believes lying too long weakens resistance; his patients must rise and walk within twenty-four hours. So far, recoveries have been rapid.

* * *

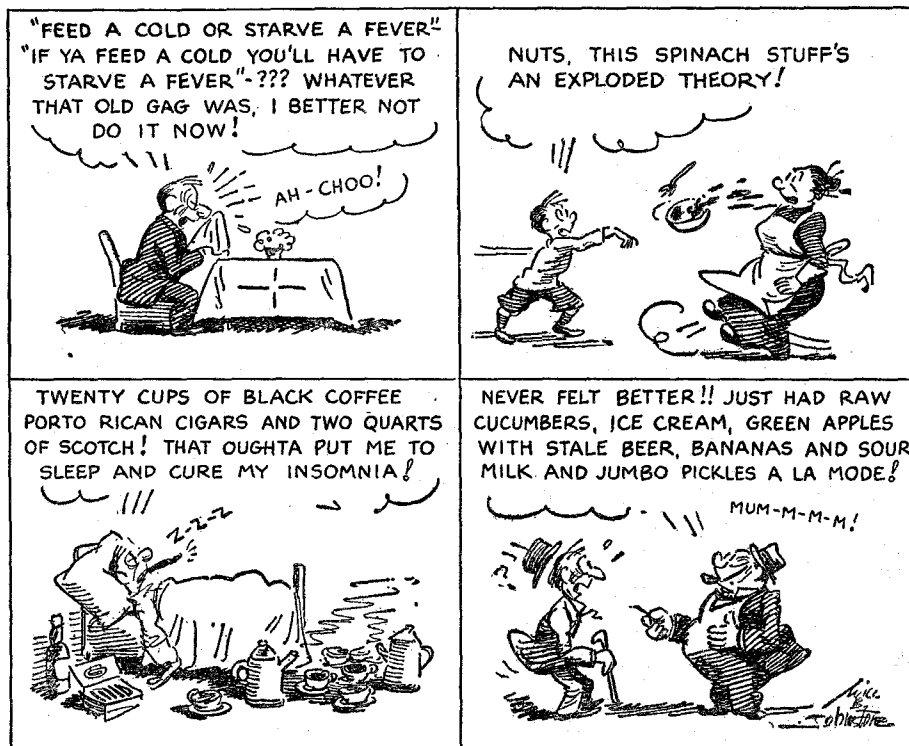
Air Cushions—A new kind of air-plane seat and safety belt has just been patented by A. B. Scott and E. Goulding, of Los Angeles. At the sides are inflatable cushions. The passenger sits between them. They inflate, holding him fast until the plane is safely off the ground.

* * *

Night Life—Chicken-farmers who use artificial light to make their hens lay more eggs are looking for trouble, says T. W. Noland, Kansas City chicken expert. The hen is a home biddy. Night life is too much of a strain on her; she dies of it.

* * *

Patents—Examiners of the Patent Office, searching their files, recently discovered that the modern automobile represents more than 100,000 individual inventions.



FOOD FOR THOUGHT

News Item: "Milton A. Bridges, diet expert of Columbia University, says 'apple a day doesn't keep doctor away,' that no food reduces, that abstinence from meat for high blood pressure is 'relic of past,' fish not brain food, etc., etc."

—Will B. Johnstone in New York World-Telegram

MOTORDOM ON PARADE WITH 56 SHOWS

Beauty, Safety, Getaway, Stream-Lining, Endurance for 1937

A huge, allegorical figure stands at the head of the grand staircase leading from the main exhibition floor to the mezzanine of the Grand Central Palace, New York City. It is a heroic male likeness of a master-mechanic, seventeen feet high, holding aloft a stream-lined motor-car.

"Pace-Maker of American Industry" is limned above his head in starkly white bold lettering. At his feet are the tools of his craft and at either side row upon row of busily smoking factory chimneys, strongly illuminated by concealed flood-lights. He contrasts boldly with the dead-black velvet background of the niche where he stands.

Opening—On Armistice Day, America's only National Automobile Show opened in the Grand Central Palace while the allegorical artizan smiled down on 1937 models of his handiwork. To this meeting-place for an industry trooped automotive executives, engineers, sales and service managers, accessory dealers and jobbers, owners of truck fleets, dealers in new and second-hand passenger-cars, repairmen and service-station operators, automotive leaders from England, France, Sweden, Switzerland, The Netherlands, Germany and other European nations, South America, South Africa, Australia and New Zealand—and, last, but by no means least, the public.

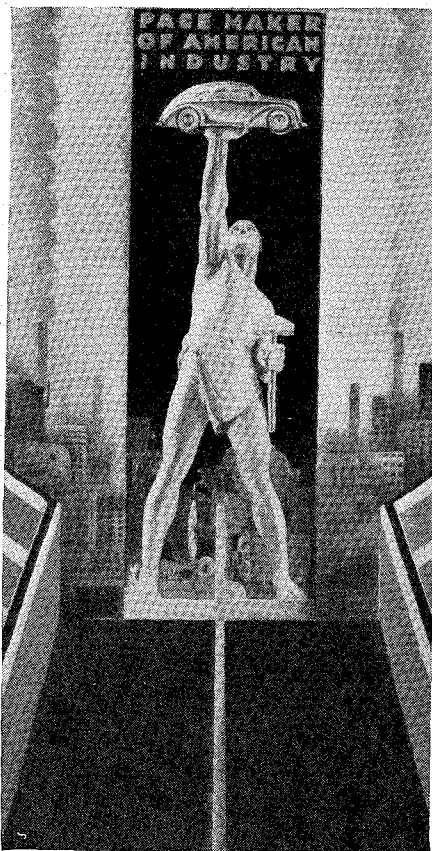
When Americans make money, they spend a whacking good share of it for new motor-cars. That seems to be more true now than at any time since October, 1929, when an automobile show in the autumn was virtually unheard-of. On the plea of the New Deal Administration, the Automobile Manufacturers Association, sponsors of the National Show, moved back its showing of 1936 models from the spring of the year to November, 1935. The public responded by buying more cars, so many cars that the slogan "Pace-Maker of American Industry" seems well-earned.

Uptrend—Steady increase in automobile manufacturers' requirements alone has aided the steel industry in stepping up its operating rate to 75 per cent. of capacity. Sheet-steel mills already have all the tonnage they can handle during the balance of the year with 1937 model production just getting under way. And the automotive industry thinks its business will accelerate again next year.

Pace-making, it has spent well in excess of \$100,000,000 for tools and factory equipment to produce the 1937 models. For the first time since 1929 it is putting vast sums into new factories—brick, mortar and steel framework investments—in addition to the money regularly spent in modernization of plants and equipment for new model production each year.

There's little doubt that last year's pace-making stunt of announcing new lines in the fall has achieved its objective—better stabilized employment at the factories. With business in a generally upward cycle, moreover, it permitted motordom last year not only to sell cars in high volume in November and December, but also to realize normal expectations for a good spring business.

Stage Set—First to impress Mr. and Mrs. Average Motorist as they enter this year's



Symbolizing 1937 motordom

Show from noisy Lexington Avenue is the soft, quiet whiteness about them—well lighted but entirely lacking in glare, insuring a perfect background for the resplendent 1937 models. Walls and columns, they are sure to notice, are completely enclosed with soft, non-glaring white materials and trimmed with vermillion and silver.

Venetian blinds on all windows add to the smart atmosphere while huge, three-storied Corinthian pillars grace the center court, becoming great columns of light extending skyward in modernistic fashion.

A rich blue carpet covers the floor, at intervals names of twenty-two American

automobiles and four motor-cars from England are ticked into it in white thread. Surrounding the center court at the mezzanine level are giant wood-carvings of birds and animals eight feet high, each symbolizing one of the featured characteristics of the 1937 motor-car—beauty, safety, getaway, stream-lining and endurance.

These colossi, surfaced with silver and mounted against a jet-black background, are interspersed with a frieze around the center court—a series of sixteen giant photographic murals.

Models—That is the setting for 200 motor-cars and chassis preserving many major aspects of currently successful products and emphasizing refinement of details designed to make 1937 cars better values for approximately the same prices.

Some models are little changed in outward appearance, but all boast internal improvements of interest to the motorist. Many refinements hitherto found only in machines of high price are available for the first time in makes of the lowest cost.

Materials—Lighter materials are being used and every effort made to eliminate weight where it isn't needed.

One way of accomplishing this, for example, is in the case of a car's frame, where the use of a boxed section made from light pressed steel welded at the joints is employed. This often adds to strength tho actually saving weight.

Definitely increased space inside is characteristic of the 1937 cars in the motor-parade. This additional space is used to give greater head-room or greater seat-cushion heights.

Rubber poising, improved body-insulation and better shock-absorbers make for smoother riding than formerly. Safety has come in for careful study as usual (see page 36).

Other Exhibits—Along with the A.M.A. Show are three other exhibits. General Motors, in the mauve and white, chrome-trimmed grand ballroom of the Waldorf-Astoria, is showing forty-two 1937 models of Chevrolet, Pontiac, Oldsmobile, Buick, LaSalle and Cadillac.

The Chrysler International Automobile Salon occupies part of the first and second floors of the Chrysler Building with what is claimed to be the world's most modern automobile show-room. This has a revolving show-room floor, world's largest installation of invisible glass, scientific lighting to eliminate glare, escalators to the second floor and 20,000 square feet of space to show Chrysler Corporation's entire 1937 line. Both these corporations are in the National Show, too.

Ford, not a member of the Automobile Manufacturers Association, shows his new Ford V-8, Lincoln-Zephyr and Lincoln models at the Hotel Astor. There, the grand ballroom and adjoining rose and laurel rooms have been redecorated in rich autumnal hues of tan and bronze. Four displays high light economy, safety, beauty and comfort of the new Ford V-8 cars and trucks, and the custom Lincolns and new Lincoln-Zephyr.

For those who don't want to go to New York for the National Show, there are local exhibits, many of them nearly as large in scope, in fifty-five other cities from now until the first week of December.

(Detailed descriptions and pictures of the 1937 automobiles, trucks and trailers will be found on pages 28, 29, 32, 33, 40 and 42.)

AUTO SHOW DATES

November

11-14 Lancaster, Pa.	16-21 Pittsburgh
11-15 Omaha	16-21 Syracuse
11-18 New York	17-22 Youngstown
12-15 Camden, N. J.	18-21 Kenosha
12-19 Philadelphia	18-22 South Bend
13-19 Toledo	19-25 Asbury Park, N. J.
14-18 Akron	20-26 Lansing, Mich.
14-18 Trenton	21-28 Brooklyn, N. Y.
14-20 Columbus	21-28 Cleveland
14-21 Binghamton	21-28 Jersey City
14-21 Boston	21-28 Minneapolis
14-21 Buffalo	21-28 Montreal
14-21 Chicago	21-28 Newark
14-21 Detroit	21-28 Rochester, N. Y.
14-21 New Haven	21-29 Kansas City
14-21 Indianapolis	22-29 Milwaukee
14-21 San Francisco	22-29 Portland, Ore.
14-21 Washington, D. C.	23-28 Memphis
14-22 Los Angeles	23-28 Meriden, Conn.
15-21 Cincinnati	26-29 Sioux Falls, S. D.
15-22 St. Louis	28-Dec. 5 Baltimore
16-21 Denver	28-Dec. 5 Hartford
16-21 Des Moines	30-Dec. 5 Louisville
16-21 Elmira	30-Dec. 5 Springfield, Mass.
16-21 Grand Rapids	
16-21 Ottawa	

December

1-5 Oneida, N. Y.	2-6 Peoria
2-4 St. Petersburg, Fla.	6-8 New Orleans

CHILD WELFARE

FOR SALE ON

Easy Terms



CHILD WELFARE, like Charity, begins at home. Most parents want to give their children every material advantage they can afford.

Time payment purchasing has translated this natural desire into active buying. It has helped greatly in establishing our high standard of living conditions. It enables millions to afford things that once would have been possible only for the very wealthy.

Practically everything families buy on the time payment plan figures in the welfare of the children. Oil burners and gas burners for domestic heating, air conditioning equipment for healthier living quarters, washing machines to ease the Monday morning drudgery, gas and electric cooking ranges, radios and motor cars...quick, safe, comfortable transportation in stormy weather or fair...for family business or fam-

ily recreation. Few, indeed, are the families which do not enjoy *some* of these blessings, bought out of sensibly budgeted incomes.

One reminder about time payment purchasing... whatever you buy, it is wise to consider the reputation and experience of the financing company. The low cost and safety of Commercial Credit time payment plans have been proved to the satisfaction of millions of users over a period of more than twenty years.

Remember the name. Ask any reputable dealer about the Commercial Credit plan.

CCC

SAFETY PLAN

One of the country's largest factors in the financing of automobile purchases, Commercial Credit Company urges motorists everywhere to cooperate in promoting motoring safety.

CHECK YOUR BRAKES
CHECK YOUR SPEED
CONSIDER OTHERS

CONSTANT CAR CONTROL
Will Save Lives

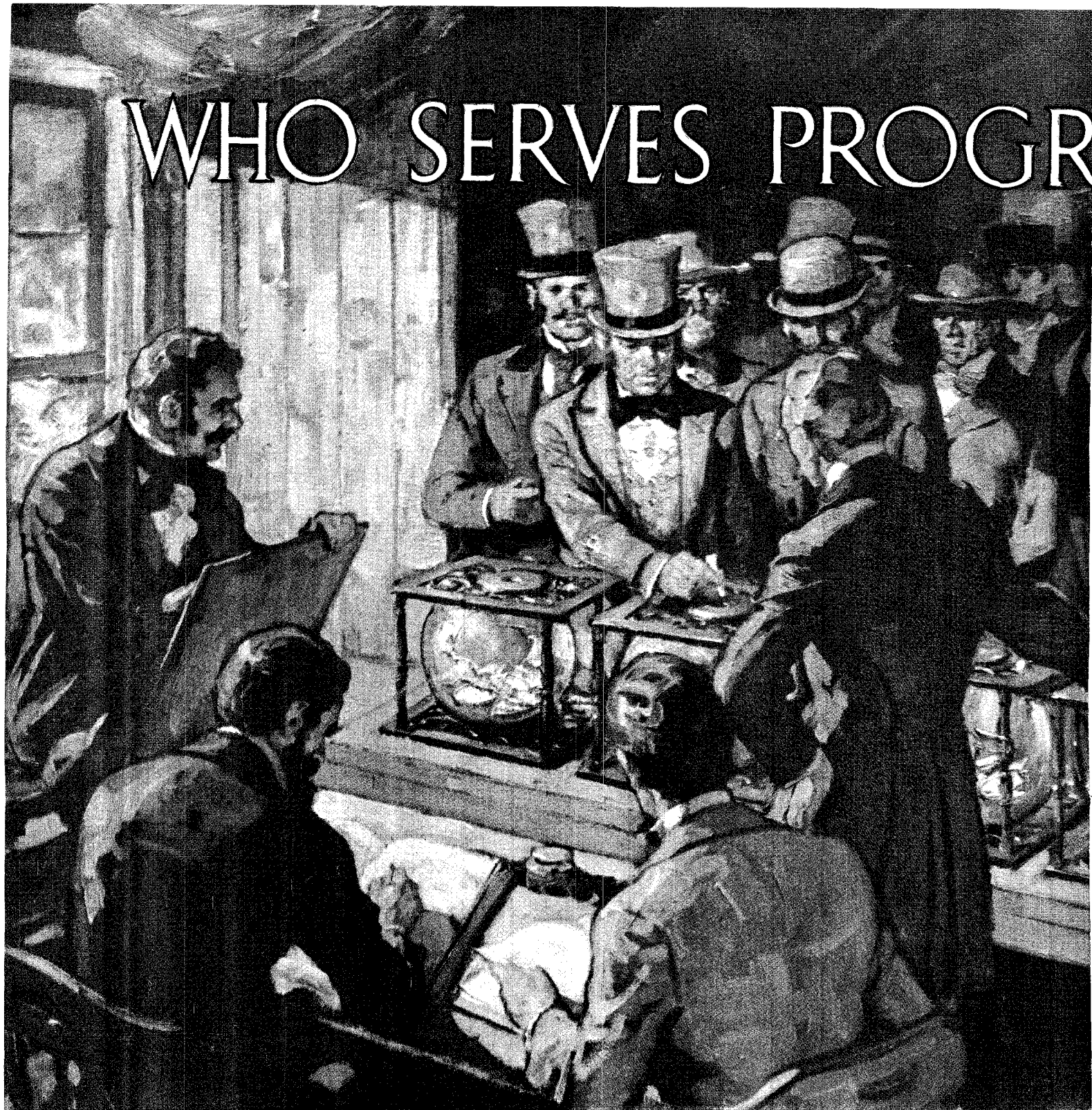
COMMERCIAL CREDIT COMPANY

COMMERCIAL BANKERS



SAVING AND LENDING THROUGH 171 OFFICES IN UNITED STATES AND CANADA

WHO SERVES PROGR



ifting the American tandard!

The American standard of living is the envy and marvel of the world. Its maintenance and advancement depend directly upon the amount of wealth we are able in future to create. Now ask yourself this: How shall we best create that needed wealth? By dividing

what we have? By "stabilization" under restriction or regimentation? By imposing limitations upon agriculture and industry, the sole creators of wealth, so that both produce fewer things at higher prices for fewer people? *Not one of such proposals squares with American experience or with the process which brought the American*

YOUR MONEY GOES FARTHER

CHEVROLET PONTIAC OLDSMOBILE

ESS SERVES AMERICA!



The "ballot box" of a great business. Members of the General Motors Customer Research Staff tabulating replies to more than a million inquiries sent to car owners.

Before its new cars are introduced, General Motors checks engineering developments, style trends, improvements in convenience and advancements in design with the tastes and desires of the public by sending out more than a million letters to car owners. Thus, on a scale which early industry could not undertake, it safeguards its employees, its stockholders and the buyers of its cars against the errors or penalties of guesswork.

standard of living to its present matchless place! On the contrary, we outstripped the nations of the world because the energy and enterprise of our people were free to *multiply* wealth, to go *forward* instead of "stabilize," to succeed in the productive task of making *more* things at *lower* prices for *more* people. Have conditions

changed? They have to this extent: today in America more people want and need more and better things than ever before! In the satisfying of these wants is America's opportunity to serve progress in a measure never heretofore known, and to attain for our people a standard of living beyond anything we have dreamed!

IN A GENERAL

MOTORS CAR

BUICK LA SALLE CADILLAC



MOTOR PARADE

Next year's motor-cars are smarter than ever. This year's flowing stream-lines are retained for the 1937 models, while added refinements of design and engineering provide greater power with improved performance.

Most important trend noted by automotive engineers is greater power in proportion to weight. That's what tells in general performance and rapid acceleration.

Another interesting point in the following thumb-nail descriptions of 1937 lines is the fact that the advance news discounts the avalanche of rumors that something sensational is just around the corner.

Some lines do not appear with 1937 models. Reo is devoting its entire attention to truck manufacture.

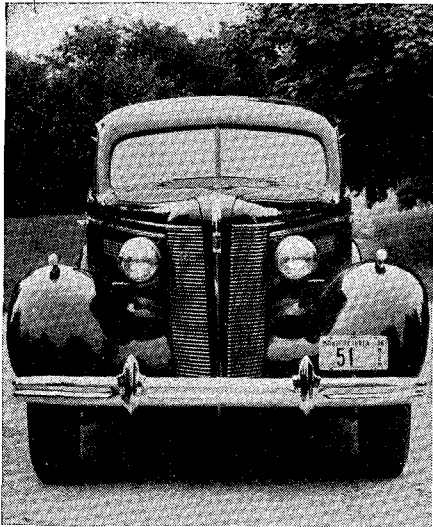
American Bantam—Three-quarters of a cent a mile for gasoline, oil and tires is this midget's featured appeal. It will run forty-five to fifty miles on a gallon of gasoline, 30,000 to 40,000 miles on a single set of 4.75 by 16 balloon tires, 1,000 miles on a filling of oil and has a top speed of sixty miles an hour. Over-all length 120 inches, width 56 inches and height 60 inches with 46-inch tread. Coupé weighs 1,200 pounds. Five passenger-cars, starting at \$335.

Buick—Four new lines: Series 40 Special, eight body-types, 122-inch wheel-base, 100-horse-power valve-in-head straight-eight engine; Series 60 Century, six body-types, 126-inch wheel-base; Series 80 Roadmaster, three body-types, 131-inch wheel-base; Series 90 Limited, four body-types, 138-inch wheel-base. Last three models powered by 130-horse-power valve-in-head straight-eight engine. Other features: steel bodies on Specials and Centuries, Roadmasters and Limiteds custom-built; all have turret-tops, hydraulic brakes, double-sway stabilizers. Twenty-one types cover price-range from \$765 to \$1,995.

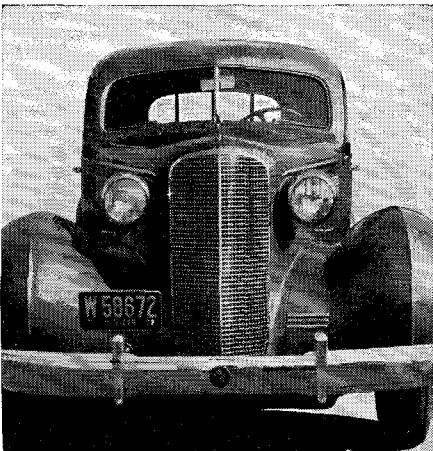
Cadillac—Four series of V-8s, a V-12 and V-16 with special emphasis on Series 60 and 65 (new). Sixties four inches longer, more powerful (135-h.p.), carry lowest price-tag in Cadillac history. Sixty-fives mounted on 131-inch wheel-base. Custom bodies on Twelves and Sixteens. High spots: all-steel bodies, turret-tops, hypoid rear axles, ride stabilizers, improved synchromesh transmission, increased leg and head room, all-wool upholstery, no-draft ventilation and improved chassis-springs.

Chevrolet—Models redesigned for greater comfort, economy and safety. Two lines: Master and Master De Luxe, both having 112¼-inch wheel-base and valve-in-head six-cylinder engine with horse-power boosted to 85 with higher compression ratio, gear-type oil-pumps, permanently sealed leak-proof cooling systems and synchromesh transmission. New box-girder frame, 40 per cent. more rigid, improved hydraulic brakes, all-steel welded body, turret-top, safety glass. Knee-action and shock-proof steering on De Luxe line.

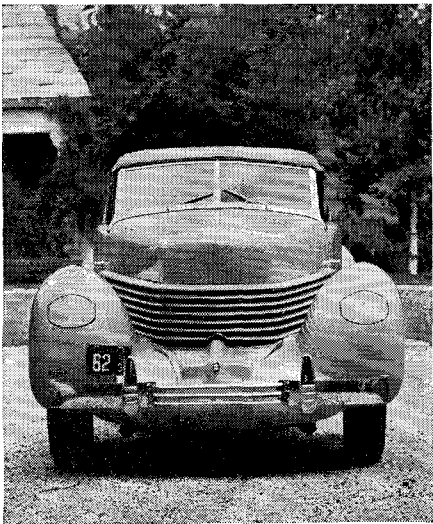
Chrysler—Enters low-priced field with Royal, expecting to double this year's production. Entire line comprises four models with twenty body-styles: Royal, 199 inches long, with Gold Seal engine, 93 horse-power, 228.1 cubic inches piston displacement, highest compression ratio (6.5 to 1) ever attained in engine of this bore, ten body-styles; Imperial, 204 inches long, 110 horse-power, six body-styles; Custom Imperial, 223 inches long, 130 horse-power, two



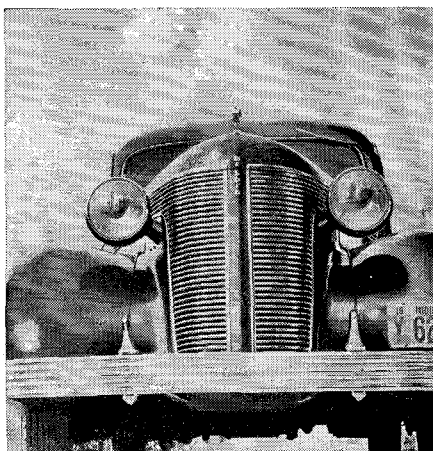
BUICK



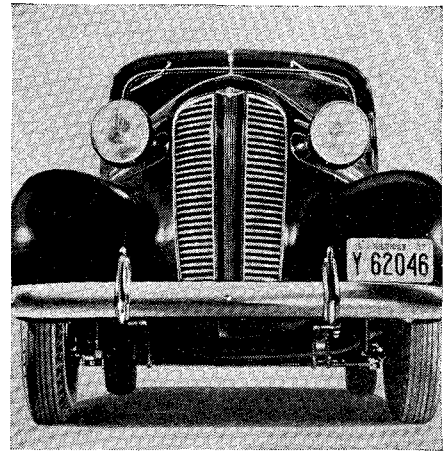
CADILLAC



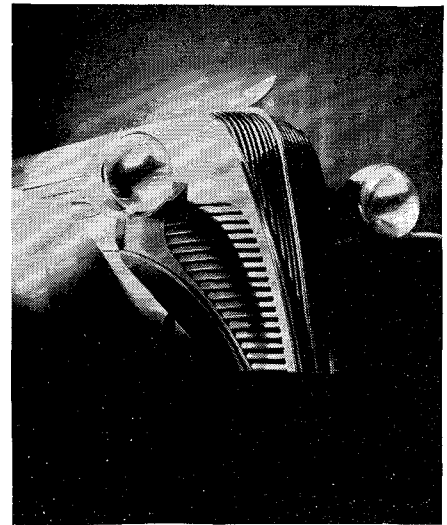
CORD



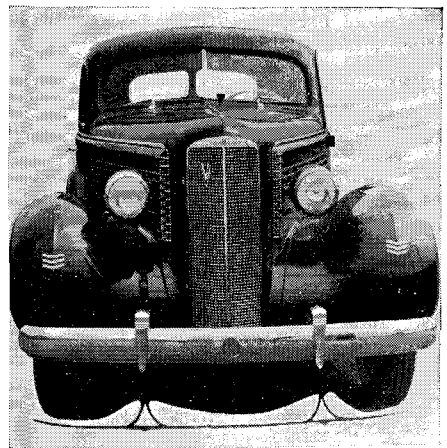
DE SOTO



DODGE



HUDSON



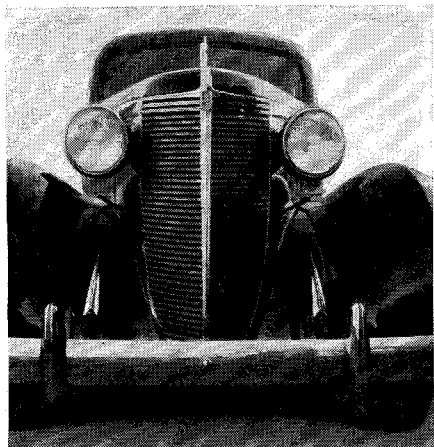
LASALLE



LINCOLN-ZEPHYR



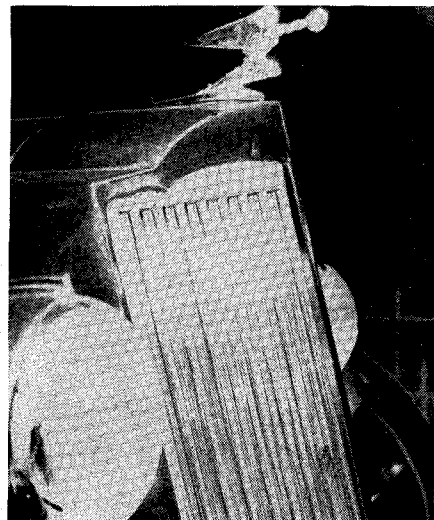
NASH AMBASSADOR



NASH LAFAYETTE



OLDSMOBILE SIX



PACKARD

body-styles; Airflow, 213 inches long, 130 horse-power, two body-styles.

Cord—Exclusive front-drive construction with lowest center of gravity of any stock car. For example: sedan stands sixty inches high, yet has nine-inch road-clearance, rear and front seats on same level. Four body-types with either regular 125-horse-power eight or 160-horse-power supercharged engine. Models: five-passenger sedan, five-passenger convertible phaeton-sedan with disappearing top, two-passenger sportsman's convertible coupé with disappearing top and extra-large luggage compartment and special owner-chauffeur driven berlin. Prices start at \$1,995.

De Soto—Features horizontal grille sweeping back along one-piece hood to form louvers. Design eliminates cat-walk between fenders and hood, larger head-lights, "swing-type" ventilating wind-shield joined to seamless-steel top, safety interior with instrument-panel controls set flush, rubber-float body-mountings at fourteen points, double-acting "aero" type hydraulic shock-absorbers, safety-steel body-types in nine patterns, overall length 199 inches. Ninety-three horse-power high-compression engine with "Floating Power."

Dodge—"Facial" expression (head-on appearance) enhanced by grille with vertical center section flanked by horizontal chromium-plated bars. Wide, round fenders with high crowns and pronounced flares. Safety instrument-panel with sunken controls. Improved body-mounting with chassis outriggers having rubber spools insulating metal-to-metal chassis-body contact. Balanced weight distribution and synchronized springing. Eighty-seven horse-power motor with $3\frac{1}{4} \times 4\frac{3}{8}$ -inch bore and stroke. Full hydraulic brakes on air-cooled drums, patented floating-power engine-mountings, synchrosilent three-speed transmission. Ten body-styles.

Duesenberg—At \$17,000 is costliest car in Show, only model on display being custom-built convertible sedan powered with 265 horse-power engine on 153½-inch wheel-base. Glass partition disappearing completely into back of front seat makes it owner or chauffeur-driven. Top semidisappearing, but door glasses may be left up.

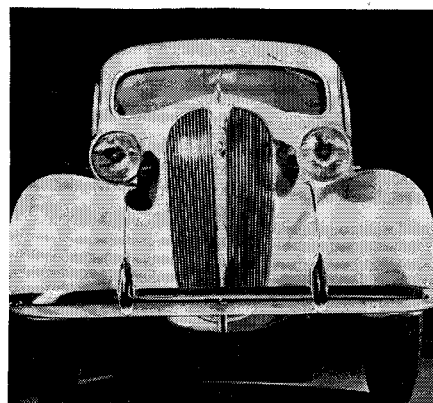
Ford—New light eight striking modernistic note in stream-lined design with distinctive front end echoing Lincoln-Zephyr's hood. For first time body is all-steel with steel roof, structure and floor. Head-lamps recessed in fender aprons, modern-type hood being hinged at back, lifting from front and locking with radiator emblem. Slanting V-type wind-shield opens. Both de luxe and standard types available.

Graham—Four series, two with supercharged engines; reductions from \$20 to \$145 announced. Crusader Series 85, 111-inch wheel-base, 70-horse-power motor, four body-types, \$585-\$695; Cavalier Series 95, 116-inch wheel-base, 85-horse-power motor, six body-types, \$725-\$805; Supercharger Series 116, 116-inch wheel-base, 106-horse-power motor, six body-types, \$865-\$925; Custom Supercharger Series 120, 120-inch wheel-base, 116-horse-power motor, four body-types, \$945-\$1,025. Pistons lubricated by metered flow of oil forced to cylinders through valve-lifters.

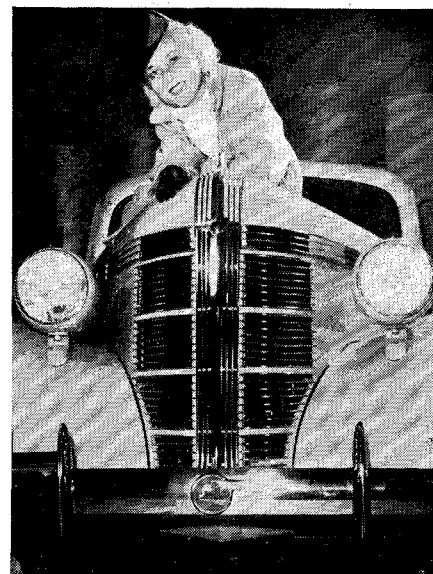
Hudson—"Car that almost drives itself" with selective automatic shift without need for hand-gear lever or clutch to push; by automatic action of transmission the



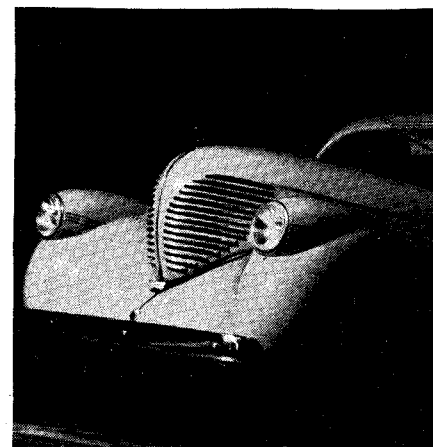
PIERCE-ARROW



PLYMOUTH



PONTIAC



WILLYS

Announcing Hudson's Con

TERRA



No. 1 CAR of the low price field

in Size, Power, New Features

At *your* Auto Show, whether this week or later, you will have the year's best opportunity to pick and choose among the brilliant array of 1937 cars. Don't miss this chance to compare ... and above all to compare the four leading low priced cars. Look for "No. 1." You will find it in Hudson's completely new 1937 Terraplane!

No. 1 in Size, with wheelbase increased to 117 inches ... longest of all four.

No. 1 in Power ... horsepower increased to 96 and 101, greatest of all four. And 10% less gasoline cost, from an economy leader.

No. 1 in Performance, with even greater performance from the car that holds most official records in the low price field.

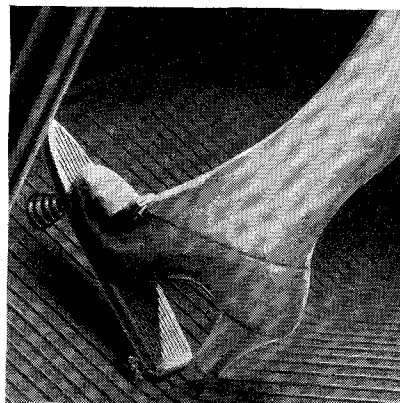
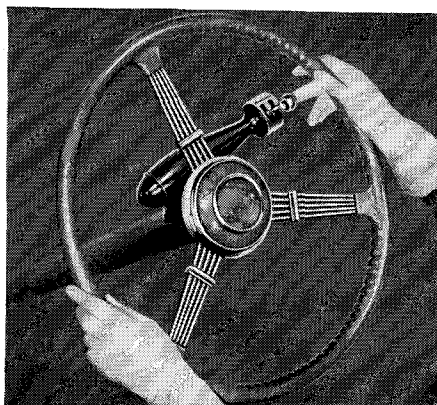
No. 1 in Room, with still wider seats ... widest of all four, both front and back. Most space for passengers and baggage. *Level* floors.

No. 1 in Driving Vision, windshield 6 inches wider ... widest by far of all four leading low priced cars.

No. 1 in Safety. Terraplane was the first low priced car with a body all of steel and seamless roof of solid steel. Now safer still with new Double-Drop "2-X" Frame ... lower center of gravity with same road clearance. Steady as a rock on both straightaways and curves! Exclusive, too, are Terraplane's Duo-Automatic Hydraulic Brakes.

And Hydraulic Hill-Hold is an optional extra on all 1937 Terraplanes.

"No. 1 Car of the Low Price Field" because this completely new Terraplane leads all four in value, as evidenced by a long list of superior advancements. Some are listed here. Check the rest at *your* Auto Show, or at any Hudson and Terraplane showroom. Then decide.



With Hudson's New Selective Automatic Shift

No. 1 in Driving Ease, with Hudson's new Selective Automatic Shift. You need no gear shift lever; you push no clutch pedal ... yet slip smoothly from gear to gear, *when* you want to, at any speed you choose. *Automatic*

action of transmission and clutch does all work. The *only* low priced car that "almost drives itself" (Selective Automatic Shift an optional extra; standard gear lever available without cost for those who may prefer

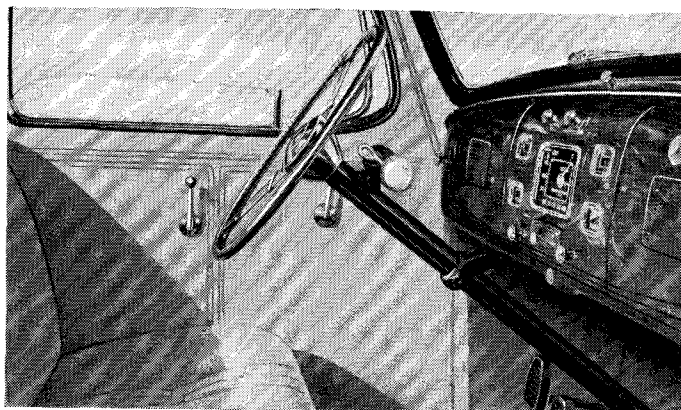
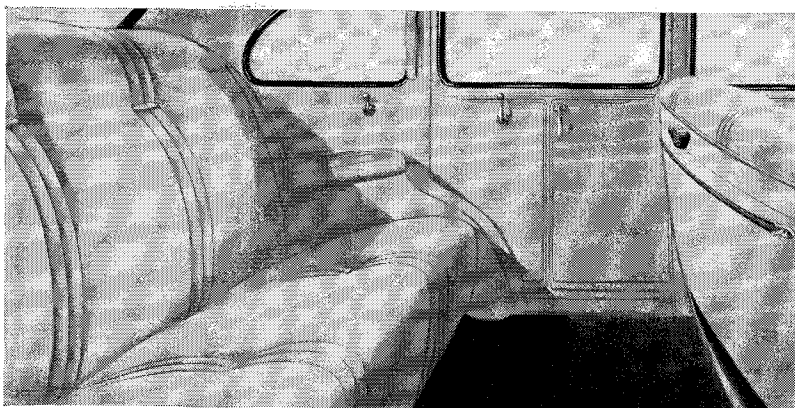


"It's certainly the No. 1 car for looks!"
"... and I'll say it's No. 1 to drive!"

Completely New

PLANE...\$595

and up, f. o. b. Detroit

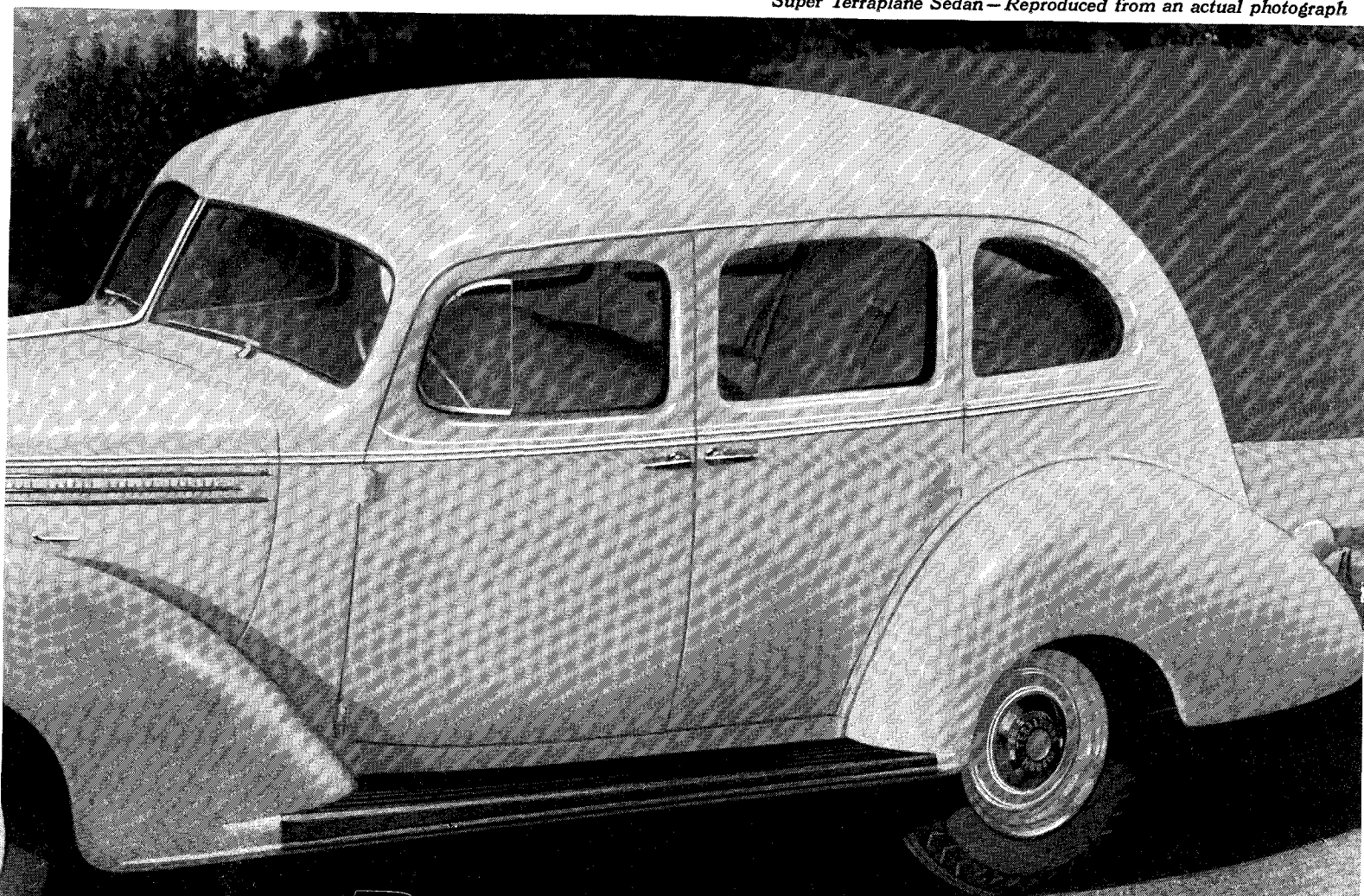


Roominess and Luxury Far Costlier Cars Can't Match

No. 1 in Roominess . . . because the beauty of this 1937 Terraplane is *useful* beauty. No sacrifice of comfort or convenience anywhere. Widest seats, both front and back, any low priced car ever had . . . full 55 inches of front seat comfort for three. More head room and leg room . . . and more baggage compartment space. *Level* floors. Wider doors, that open to their full width.

No. 1 in Luxury . . . no skimping here! An instrument panel practical, complete . . . with beautiful two-tone grain walnut finish. Little, thoughtful touches everywhere. Richness in upholstery, superb tailoring, fittings that you have always thought "too fine" for a low priced car. And the widest vision any low priced car ever had.

Super Terraplane Sedan — Reproduced from an actual photograph



Drive CARS BUILT BY HUDSON

TERRAPLANE, \$595 list • HUDSON SIX, \$695 list • HUDSON EIGHT, \$770 list • COMMERCIAL CARS, \$570 list

clutch-gears shift smoothly and surely at any engine- or car-speed. Line consists of: eight on 129-inch wheel-base, eight or six on 122-inch wheel-base. Eight goes up to new high of 122 horse-power; sixes 101 or 107 horse-power; gasoline economy up 10 per cent. Custom eight in two models: sedan and touring sedan. All bodies except those of convertibles welded into single unit. Duo-automatic hydraulic brakes safeguard passengers; separate braking system operates from same pedal.

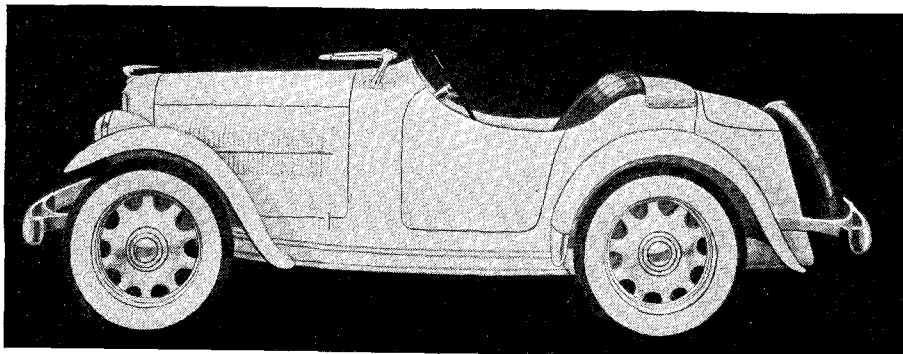
LaSalle—Virtually rebuilt for 1937, V-8 replacing the straight-eight motor adding 20 horse-power, gaining 250 per cent. in acceleration; increased head and leg room on 124-inch wheel-base; lower axle-ratios, improved synchromesh transmission. Five stream-lined body-types, front and rear stabilizers, three-point rubber engine-mounting on hypoid rear axles and all-wool upholstery. Other features: all-steel body with steel reinforcing steel, no-draft ventilation, adjustable front seats, automatic choke, multibeam head-lamps and reengineered springs covering rear and knee-action units in front. New low-price range.

Lincoln-Zephyr—"First anniversary" series offers important improvements and minor mechanical refinements to "car of the future" as result of road experiences of 15,000 owners. Most important: newly-designed luggage compartment reached through rear-deck hatch and new steering system, model retains all-steel welded "bridge-truss" stream-lined design, 112-horse-power V-12 engine. Four body-types: four-door sedan, coupé-sedan (two-door), three-passenger coupé (new) and town limousine. New low prices from \$1,090.

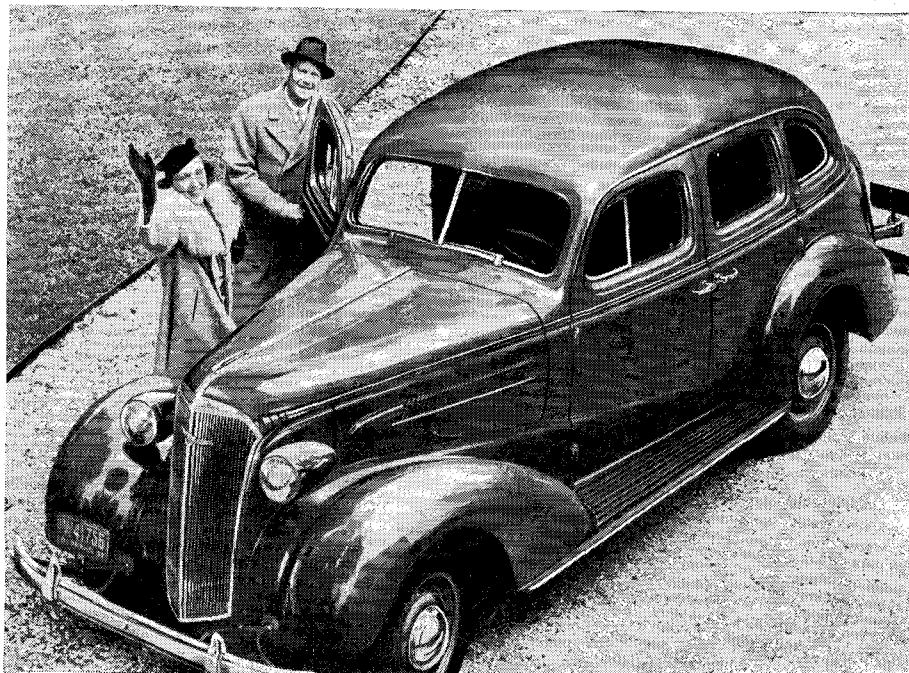
Nash—Three complete new lines of Nash and Nash LaFayette, redesigned and improved, at prices substantially lower in some models. Ambassador Eight, 125-inch wheel-base with eight-cylinder valve-in-head twin-ignition 105 horse-power engine; five models, \$855-\$960; Ambassador Six, 121-inch wheel-base, valve-in-head six-cylinder 95-horse-power twin-ignition motor; five models, \$755-\$860. Nash LaFayette "400," 117-inch wheel-base, 90-horse-power motor; five models, \$595-\$740.

Oldsmobile—Two entirely new models, each with distinctive body-styling: Six and Eight, longer, lower, roomier. Both engines three-point, mounted in rubber. Six develops 95 brake horse-power (90 in 1936) with displacement increased to 229.7 cubic inches, 6.1 to 1 compression ratio; 117-inch wheel-base. Eight develops 110 brake horse-power (100 in 1936) with displacement increased to 257.1 cubic inches, 6.2 to 1 compression ratio; 124-inch wheel-base. Seven body choices in each series of all-steel construction with turret-tops, heavy structural frames, inner steel skeletons, all-steel floors, girder-type steel doors, safety glass and triple-sealed hydraulic brakes supplemented by mechanical braking system operated by pistol-grip.

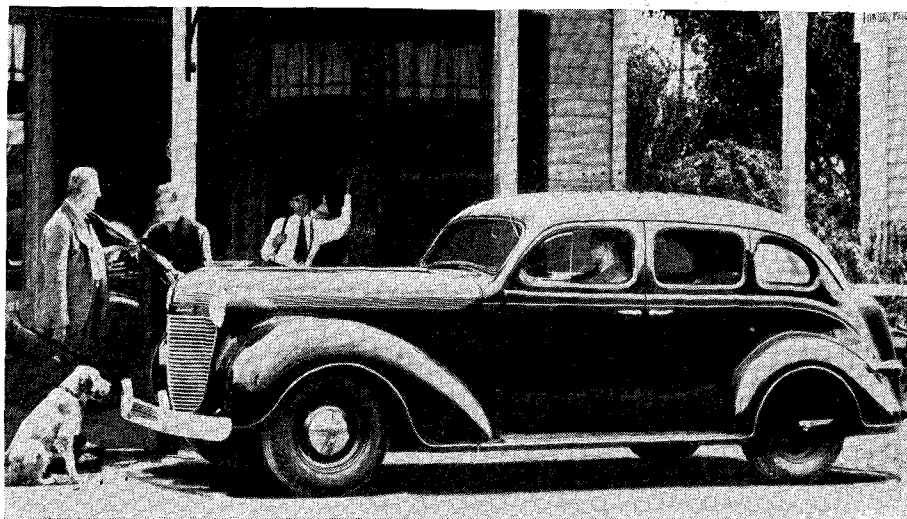
Packard—With completely new Packard Six, market broadened by entering lower-price field at \$795 up through \$5,000,000 plant-revision program. Consistency in design runs all the way from new Six to Advanced Twelve. Six, 115-inch wheel-base, 100-brake-horse-power motor, eight body-styles; One Twenty, 120-inch wheel-base, 120-horse-power motor, eight body-types, from \$1,000; Super-Eight, three wheel-bases (127, 134 and 139 inches),



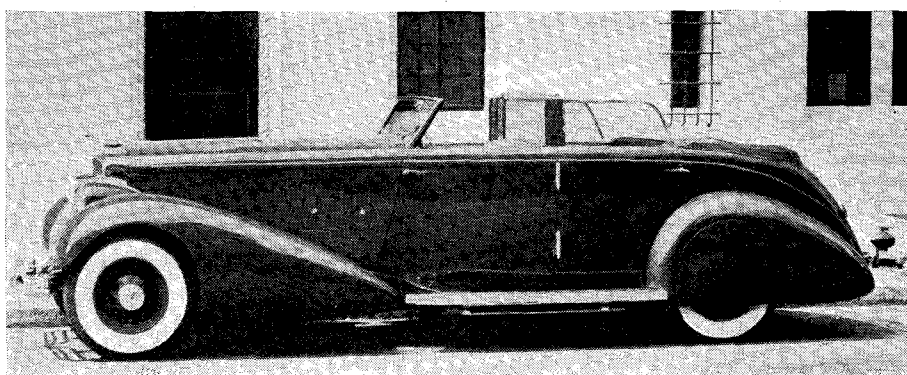
AMERICAN BANTAM



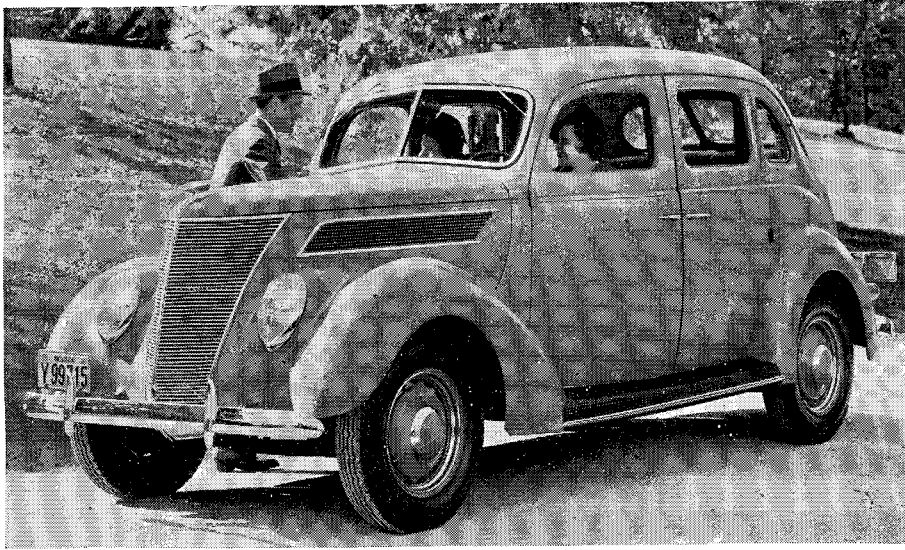
CHEVROLET



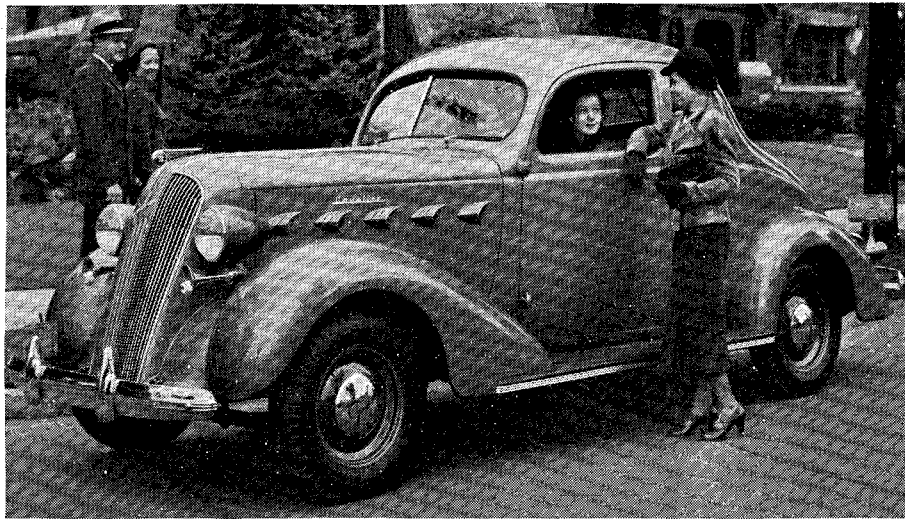
CHRYSLER



DUESENBERG



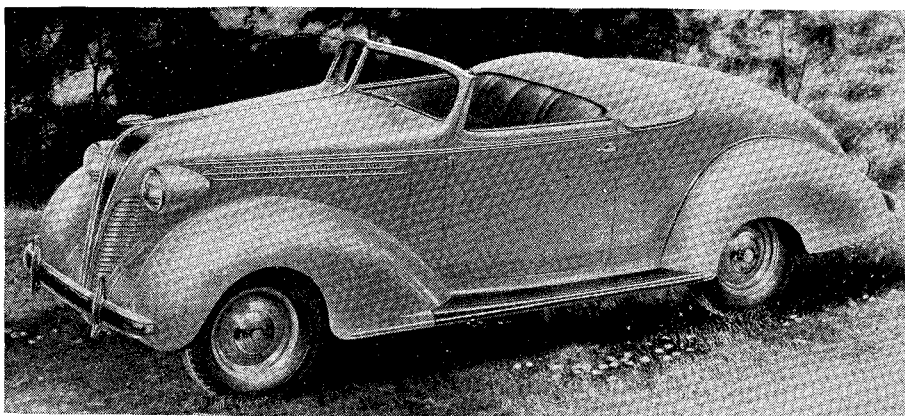
FORD



GRAHAM



STUDEBAKER



TERRAPLANE

135-horse-power motor, from \$2,335; Twelve, three wheel-bases (132, 139 and 144 inches), eleven body-types, 175-brake-horse-power motor.

Pierce-Arrow—New line of custom models in addition to regular eights and twelves with improvements and refinements in engineering and design. Model 1701, two wheel-bases (139 and 144 inches), eight-cylinder engine with $3\frac{1}{2}$ -inch bore, five-inch stroke, displacing 385 cubic inches, 150 h.-p. at 3,400 r.p.m., 6.4 to 1 compression ratio. Model 1702, two wheel-bases (139 and 144 inches); Model 1703, 147-inch wheel-base, both with V-12 engine with $3\frac{1}{2} \times 4$ -inch bore and stroke, displacing 462 cubic inches, 185 h.-p. at 3,400 r.p.m., 6.4 to 1 compression ratio. Prices from \$3,195 for eights; twelves from \$3,695.

Plymouth—Restyled interiors, hypoid rear axles, big air-plane-type shock-absorbers, sound-proofing, bigger bodies on new rubber-poise mountings, longer hood, seamless-steel top and airflow-styled back; "safety interior" swept clean of hazards. Six-cylinder 82-horse-power L-head motor with U-slot pistons and unusually high compression ratio of 6.7 to 1 with "floating-power" mountings. Double-action "equal-pressure" hydraulic brakes. Line includes three "business" and eight de luxe models, all on 112-inch wheel-base.

Pontiac—"Silver-Streak" design retained with basic, more distinctive changes. Wheel-base lengthened five inches for both sixes and eights (117 and 122 inches, respectively). Lower floors permit chair-high seats with more head-room with knee-action enhancing smoothness of ride while center-point steering increases ease of driving. Steel bodies, turret-tops, no-draft ventilation, three-point engine-mounting, rigid bridge-type frame and triple-sealed hydraulic brakes. Seven models for both sixes and eights.

Studebaker—Automatically selective over-drive transmission may be cut in or out above thirty-five miles an hour. Hypoid rear axles, double-drop frames, shock-absorbers built into chassis, twin lever-type steering-gear, improved and simplified automatic chokes, over-running starting-clutches, one-piece hoods and fenders. Two lines: President, 125-inch wheel-base, 115 horse-power at 3,600 r.p.m., six body-styles, \$965-\$1,065; Dictator, 116-inch wheel-base, 90 horse-power at 3,400 r.p.m., seven body-types, \$665-\$795.

Terraplane—With slogan "No. 1 car of the low-price field" offers top-flight size with 117-inch wheel-base, highest horse-power (96), wider seats, level floors, greater leg and head room, selective automatic shift, all-steel safety body with seamless solid-steel roof. Terraplane De Luxe, 96 or 102 horse-power; Super-Terraplane, 101 or 107 horse-power. Complete range of bodies. Duo-automatic hydraulic brakes safeguard passengers; separate braking system operates from same pedal.

Willys—Back to standard tread with longer and wider bodies marked by phrase "Half the gas—twice the smartness." Features: all-steel bodies and tops, safety glass throughout, double-action shock-absorbers, mechanical brakes, rubber-mounted engine, longer springs and synchromesh transmission. Four-cylinder motor offering thirty-five miles to a gallon of gasoline, 1,200 miles to a quart of oil. New line: five-passenger four-door sedan and coupé.

OLDSMOBILE

A NEW SIX . . .



THE DISTINCTIVE NEW OLDSMOBILE SIX for 1937 is different from anything else on the road . . . A striking new Style . . . A smashing new Value . . . The greatest new buy in the lower-price field . . . See it and you will see new and freshly original Style-Leader Styling—new and impressively bigger size and roominess—new safety with fleetness and smoothness—a new all-time value-high, even for Oldsmobile! . . . Outstanding among its newest advantages is the new Unisteel Turret Top Body by Fisher . . . A bigger new Oldsmobile six-cylinder engine gives it new power-brilliance with newly increased economy . . . Look at its superlative quality—look at its low price—and your choice is sure to be this great new Oldsmobile Six.

Each with a Style

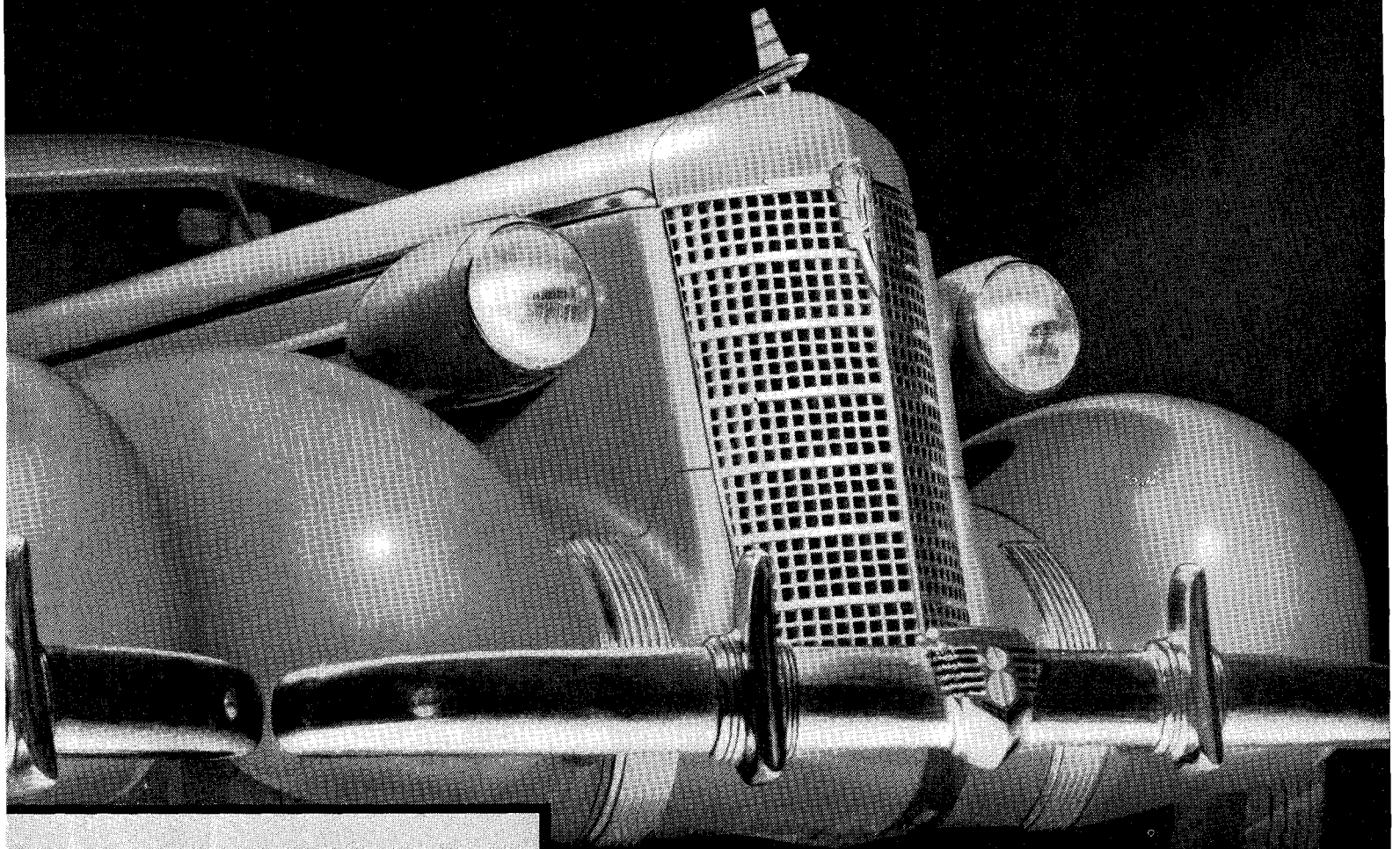
FRESH, NEW STYLE-LEADER STYLING
LONGER WHEELBASE • LARGER SIZE
ROOMIER BODIES • LOWER FLOORS
WIDER CHASSIS • HEAVIER FRAMES
BIGGER ENGINES • HIGHER POWER
EXTRA SAFETY • GREATER ECON-
OMY • AND OLDSMOBILE'S
TRADITIONALLY FINE QUALITY

The Cars that have

TWO BIG NEW CARS . . . TWO FRESH NE

ANNOUNCES-

A NEW EIGHT



Distinctly its Own!

NEW UNISTEEL TURRET TOP BODIES
BY FISHER • NEW COMPLETELY
SEALED SUPER-HYDRAULIC BRAKES
CENTER-CONTROL STEERING • NEW
DUAL RIDE STABILIZERS, FRONT
AND REAR • PROVED KNEE-ACTION
WHEELS • SMOOTH UNOBSTRUCTED
FLOORS • AND MANY OTHERS

Everything for 1937

THE DISTINGUISHED NEW OLDSMOBILE EIGHT for 1937 marks a thrilling new fine-car achievement . . . A new conception of fine-car Luxury . . . A definite new standard of fine-car Value . . . The truly fine car of popular price . . . See it and you will see a bigger and more commanding car—a roomier and more luxurious car—the real Style Leader of the fine-car field! . . . With its new Unisteel Turret Top Body by Fisher, it is safer, more convenient and more comfortable than ever . . . With its bigger, smoother, eight-cylinder engine it is more powerful, more flexible, more responsive . . . For those accustomed to the finest, the 1937 Oldsmobile Eight—at its moderate price—is the year's smartest buy.

W STYLES . . . TWO GREAT NEW VALUES

SAFER CARS: Better Brakes, Wider Wind-shields, Easier Steering Add to Safety on Road

This week at the New York and Chicago Automobile Shows prospective buyers gasped at the beauty of 1937 cars, twisted steering-wheels, honked horns, rubbed caressing hands over silky new interior fabrics. But they also examined the new models with eyes alert for signs that automobile manufacturers had hearkened to the clamor for safety on the road.

What they saw reassured them. Cars this year look safer, drive safer, are safer. In the last twelve-month manufacturers have called on the finest automotive engineering talent in America to help produce safe cars.

New Safety Features—Autos always have been built as safe as engineering knowledge permitted. This year cars have some or all of these additional safety features:

1. Better vision. Wind-shields are higher and wider. Confusing high lights and reflections have been avoided. Many adjustable seats move up and down as well as back and forth, enabling the driver to find the best position.
2. Better brakes. More cars have hydraulic brakes; some have double systems of hydraulic and mechanical braking. Practically all braking systems have been made to work more smoothly, with less driver effort.
3. Easier steering. Changes in steering systems make parking easier and assure greater stability at high speeds.
4. Defrosting equipment. Wind-shields will be kept clear of winter ice.
5. "Relaxed motoring." Gear-shifting, braking, using the clutch made easier; seats roomier and more comfortable. The driver, less distracted by the mechanics of driving, can keep his mind on the road.

Flush Panels—Should a 1937 car get into an accident, there will be less danger to passengers and pedestrians. Engineers have discovered that when a speeding car stops suddenly, the interior hardware is abruptly

transformed from innocent door-catch, window-crank or dash-knob to tearing, slashing weapons aimed at the lurching occupants.

This year the interior hardware of many cars is recessed into the surface, leaving no projections to maim passengers. Outside door-handles, too, are rounded or recessed; no longer the lance-tips of previous years. No more will grazed pedestrians be slashed or stabbed by glittering points of chromium. Radiator ornaments, which lost their sharpness two or three years ago, are further subdued.

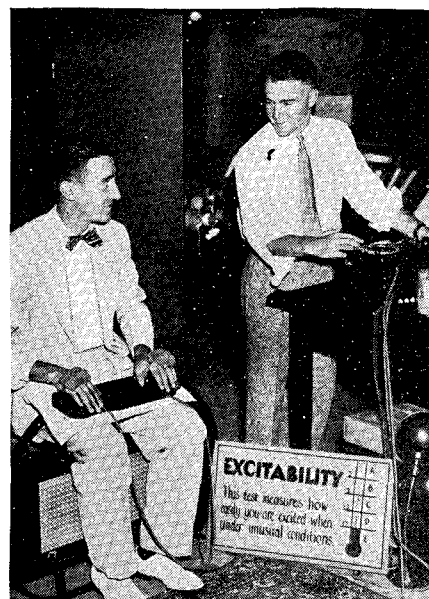
Adding to the safety of passengers are all-steel bodies and shatter-proof glass. Many more cars in 1937 will have all-steel one-piece tops. Engineers do not encourage recklessness, but they have tried to design cars so sturdy their drivers can turn over and still come out alive.

For more than fifteen years automobile manufacturers have been promoting safety. At first, companies tried safety campaigns individually. In 1922 these efforts were pooled through the Automobile Manufacturers Association which established its Safety Traffic Committee, of which Paul G. Hoffman, President of the Studebaker Corporation, is Chairman.

Scientifically Safe—This committee soon learned that cars are practically as safe as science can make them; that the biggest trouble is with roads, traffic-law enforcement and, most of all, drivers. It made a thorough study, discovered vast public apathy toward safety and set out to whip up interest.

Working through local, State and national welfare, educational and civic associations, it put on safety campaigns and demonstrations, helped collect accident statistics, studied the reaction of drivers.

For thirteen years this kind of plugging went on; seemed to be producing little result. Schools began teaching safety; States stiffened traffic laws, cars were improved—but the death-toll steadily increased.



Driver test: this instrument records nervous reactions to unexpected road hazards

Then came 1935, with the peak highway casualty list of all time: more than 37,000 persons killed by cars in a single year. The years of effort suddenly began producing results. Newspapers featured stories of death on the highway; magazines published articles.

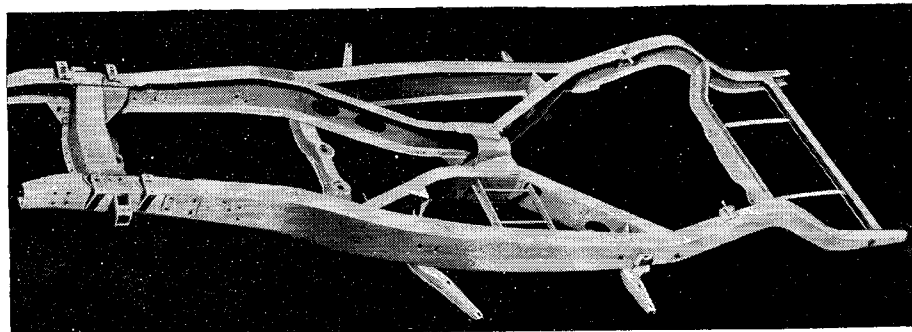
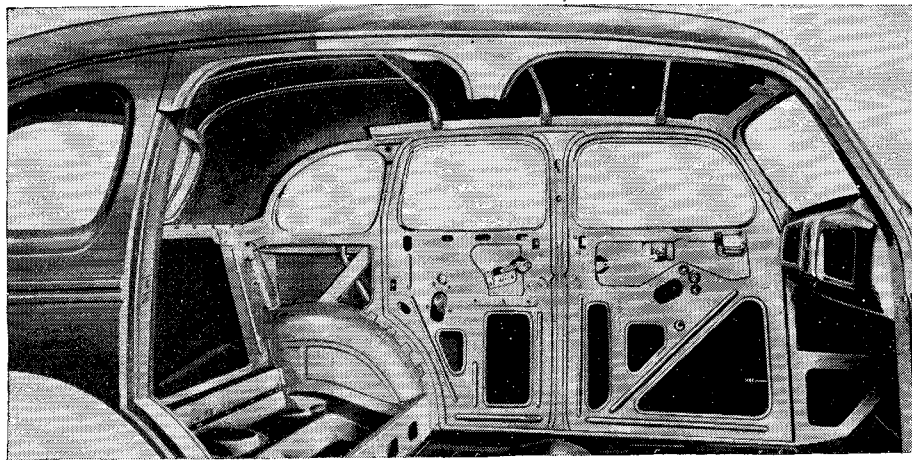
Drive of Ten—Sensing opportunity in this dramatic about-face of public interest, safety agencies hastened to consolidate the gains. Ten powerful national organizations planned a nation-wide, coordinated drive to reduce highway mortality*.

The automobile industry, through its Association, agreed to pay a major part of the costs. The program was launched last January; an elaborate, permeating effort to educate present-day drivers, and children, the drivers of the future; to promote safety research, encourage uniform traffic regulation and enforcement, hasten construction of better highways.

To Harvard University went \$54,000 for its Bureau of Street Traffic Research. One of its psychologists, Dr. Harry R. DeSilva, devised scientific equipment to test how fast a driver can take his foot off the accelerator and put it on the brake, how well drivers distinguish traffic-light colors, how much the glare of approaching head-lights affects them.

The equipment is traveling from city to city, offering drivers a chance to test themselves. At the New York Museum of Science and Industry, more than 350,000 tried the tests. Average time for using the brake; five-eighths of a second; tho some drivers did it in three-eighths of a second others required two seconds or more. In a car going forty miles an hour, the difference in stopping distance between fast and slow reactors would be nearly 150 feet.

Two in Hundred—About two men in 100 could not distinguish the colors of traffic-lights; some weren't even aware of color-blindness until the tests showed them up. In steering tests, the average driver was

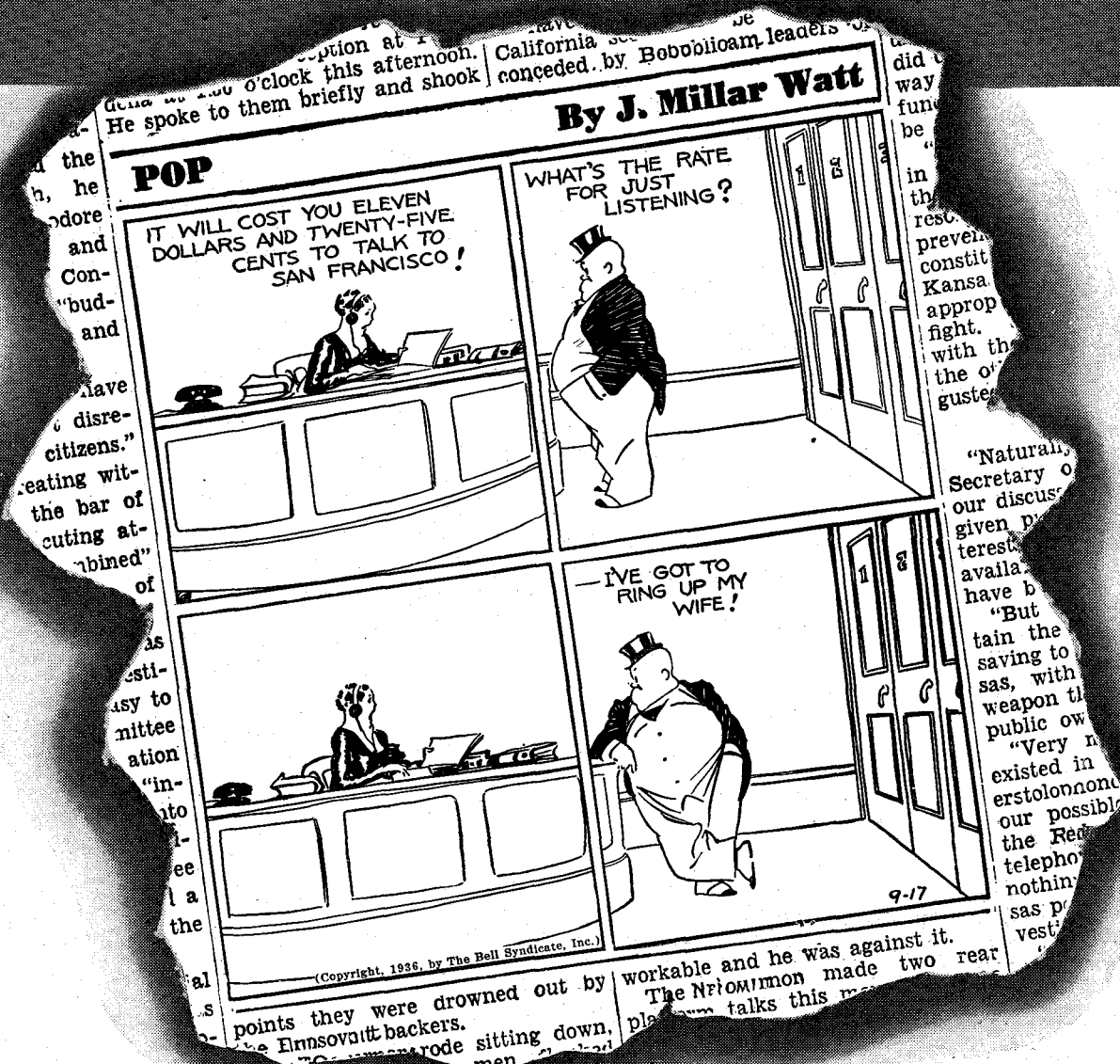


Structural safety: welding joins the separate parts of the all-steel body above to form one strong, integral unit. Below is a heavily reinforced X-frame

*They included the American Automobile Association, the Automobile Manufacturers Association, the American Legion, the General Federation of Women's Clubs, Harvard University Bureau for Street Traffic Research, the Highway Education Board, the International Association of Chiefs of Police, the National Education Association, the National Safety Council, the National Congress of Parents and Teachers, and the National Grange.

Pardon us, Pop, but have you heard?...

LONG DISTANCE RATES have been REDUCED!



"YES, Pop, if you would like to make your 3-minute person-to-person call from New York to San Francisco any week-day now, it will cost you only \$9.75. After 7 P.M., or all day Sunday, you will be charged just \$6.75.

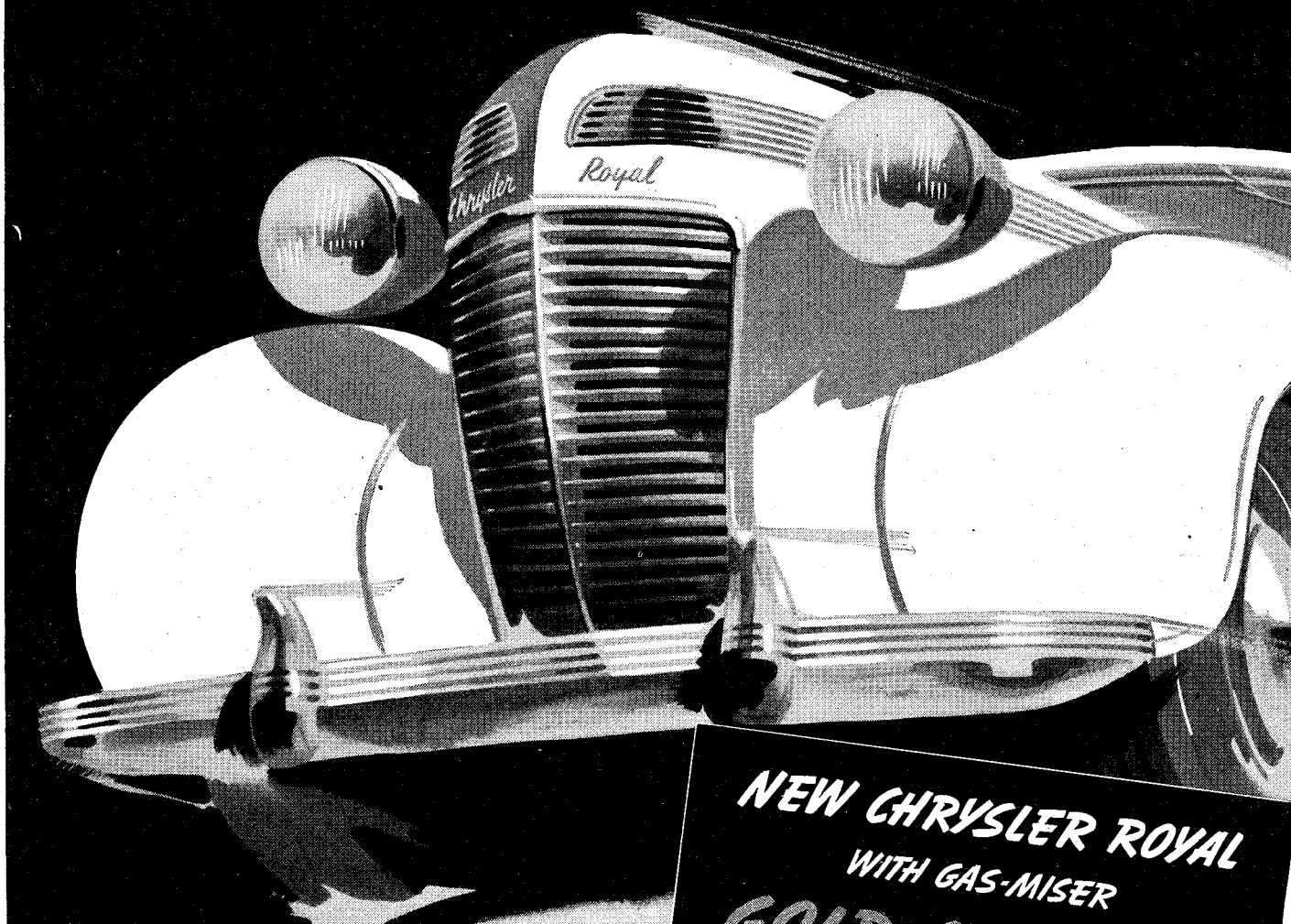
"These new low rates have been in effect since September 1, Pop. They extend to station-to-station conversations too. For example, the 3-minute station-to-station week-day rate between New York and San Francisco is now \$7.50. At night and on Sundays the same call can be made for \$4.50. Just think of it, Pop—you can talk from coast to coast for less than five dollars."

Seven times in the last ten years, reductions in Long Distance rates have brought this important service within the reach of millions more people. Friends in opposite corners of the country now are only a few dollars apart. Intimate voice-visits and family reunions can be more frequent. Business prospects, customers, and field representatives can be reached—personally—more often than ever before.

For pleasure . . . for business . . . find out for yourself the genuine satisfaction and economy of Long Distance Telephone Service.



CHRYSLER



NEW CHRYSLER ROYAL
WITH GAS-MISER
GOLD SEAL ENGINE
INVADES THE
LOW-PRICED FIELD

FOR 1937 . . . THREE GREAT NEW CHRYSLERS! . . . forward-reaching style . . . astonishing new results in performance . . . challenging the wide world with more-for-the-money value and reliability!

NOW IN LOW-PRICED FIELD!
CHRYSLER invades the low-priced field!

A brand-new Chrysler Royal! A low-priced *fine* car . . . new style from bumper to bumper . . . a big, roomy car! . . . a power-packed economy car!

A quality car . . . a *fine* car . . . because Walter P. Chrysler wouldn't compromise one inch with the quality of a car that bears his name.

What Chrysler engineers did was create an amazing new engine . . . the Gold Seal . . . 93 horsepower

. . . with the highest compression for its bore the world has yet seen.

Then they created a new car style . . . new roominess . . . a new riding ease . . . all at a sensational new low price.

GOLD SEAL PRINCIPLE GIVES NEW POWER WITH ECONOMY

Gold Seal—Chrysler's new economy engine—is dynamite under complete and velvety control . . . super-high compression . . . new larger exhaust valves of Austenitic steel . . . *uses ordinary gasoline*. Gold Seal gives three or four more miles per gallon than

many cars of much less horsepower.

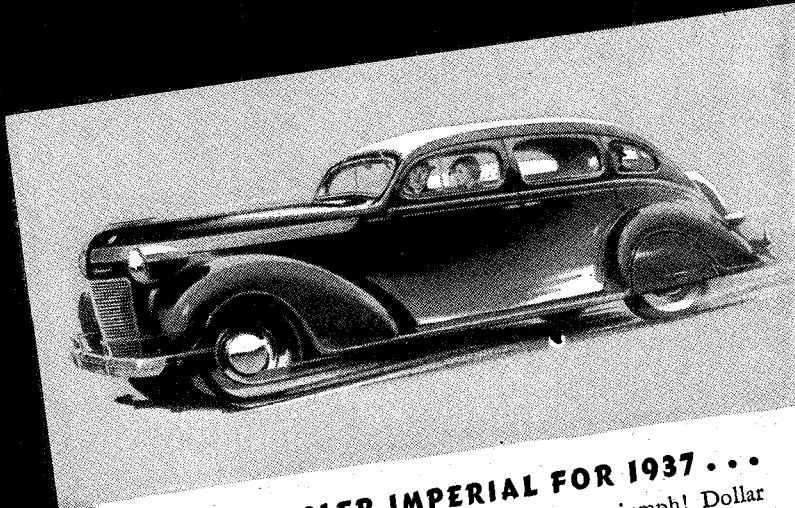
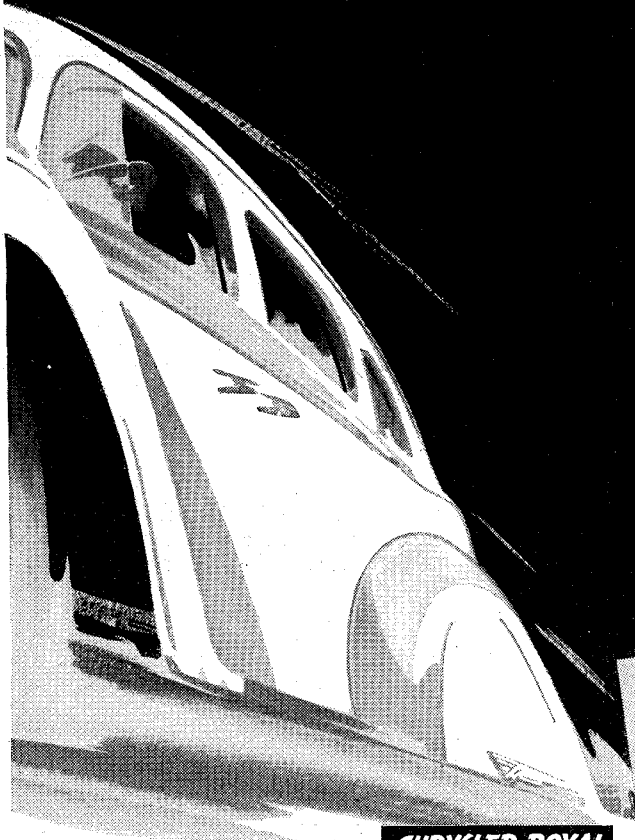
Here's the *only* engine in the low-priced field which gives *all* the good new things engineers have discovered to improve economy and performance. It sets a new standard in flashing action . . . in the almost unbelievable power it delivers on such a miserly consumption of *ordinary* gas. With Automatic Overdrive[†] it gives even greater economy at touring speeds.

WORLDS OF ROOM!

Chrysler Royal is lithe, sleek, dashing . . . a wonder for room . . . just

TOPS 'EM ALL!

FOR 1937



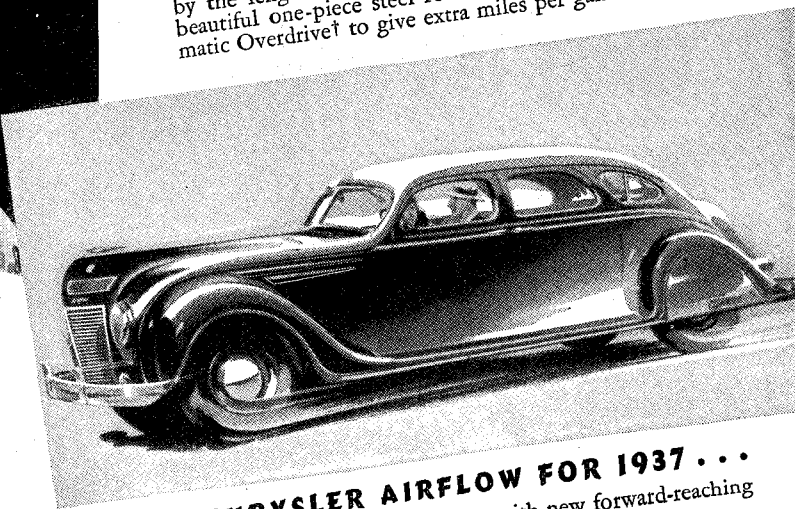
NEW CHRYSLER IMPERIAL FOR 1937 . . .

Here's Chrysler's greatest more-for-the-money triumph! Dollar for dollar, the 1937 Imperial is the greatest of the eights.

Its beauty commands the eye . . . the sweeping grace of the long, proud hood . . . the impressive length and grace of the new, larger body . . . 204 inches over-all.

110 horsepower . . . a magnificent eight-cylinder power plant with dual carburetion and Floating Power. Increased space everywhere . . . wide, chair-high seats . . . broad, level tonneau floors.

Superb riding ease . . . from new Aero Hydraulic Shock Absorbers and Airflow's scientific weight distribution . . . enhanced by the length and size of the car. Safety *All-Steel* Bodies with beautiful one-piece steel roof . . . Hydraulic Brakes . . . Automatic Overdrive† to give extra miles per gallon at touring speeds.



NEW CHRYSLER AIRFLOW FOR 1937 . . .

For 1937 . . . a beautiful new Airflow with new forward-reaching lines . . . new luxuries.

130 horsepower . . . yet with efficiency of Airflow design and Automatic Overdrive†, this big, powerful car holds an Official A.A.A. record of 18.1 miles per gallon on a transcontinental run.

A great, spacious car . . . 213 inches over-all . . . with doors as wide as house doors . . . seats like divans . . . an all-adjustable front seat that moves up and down, forward and back, and tilts to any angle. The famous Floating Ride . . . with scientific weight distribution . . . passengers cradled close to the center of balance.

The safest car on the road . . . you actually ride *inside* the frame. Lifeguard tubes standard equipment . . . Hydraulic Brakes.

If you want Chrysler's finest . . . the Airflow is your car.

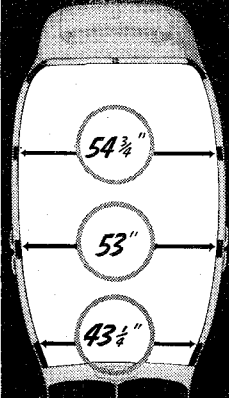
read the dimensions in the diagram on the right . . . worlds of leg room, head room, elbow room and stretching room . . . spacious, level tonneau floors.

Amazing new Aero Hydraulic Shock Absorbers . . . built like the landing mechanism of an airplane. They combine with advanced Airflow weight distribution and slow-acting Amola steel springs to give such a ride as no other low-priced car ever gave before.

Positively regal trim! Appointments right out of custom cars! Upholstery superb in quality!

Every famous Chrysler engineering feature . . . Valve-Seat Inserts . . . Floating Power . . . time-tested, genuine Hydraulic Brakes . . . Safety *All-*

CHRYSLER ROYAL BODY DIMENSIONS



**AT LAST . . .
REAL ROOM IN A
LOW-PRICED CAR!**

Steel Bodies . . . finger-touch, shock-less steering.

See all the great new Chryslers. Drive the one that suits your needs the best.

☆ **CHRYSLER ROYAL** . . . 93 horsepower, 199-inch over-all length. Ten body types.

☆ **CHRYSLER IMPERIAL** . . . 110 horsepower, 204-inch over-all length. Six body types.

☆ **CHRYSLER CUSTOM IMPERIAL** . . . 130 horsepower, 223-inch over-all length. Two body types.

☆ **CHRYSLER AIRFLOW** . . . 130 horsepower, 213-inch over-all length. Two body types.

†Automatic Overdrive is standard on Chrysler Airflow and Custom Imperial. Available on all 1937 Chryslers at slight additional cost. ★ Ask for the Official Chrysler Motors-Commercial Credit Company Time Payment plan.

Wouldn't you like a catalog?

We will gladly send you our 1937 literature on request. Address Chrysler Corporation, Chrysler Sales Division, 12234 East Jefferson Avenue, Detroit, Michigan.

able to keep his car on his own side of the highway only 65 per cent. of the time.

Aboard a big white trailer, another traveling driver-testing unit, sponsored by the American Automobile Association, has been on the road about two months. It has visited Washington, D. C., New York, Philadelphia, Providence, Holyoke. Swinging West, it stopped in Portsmouth, Ohio, and Fort Wayne, Indiana. This week it tests drivers in Detroit; next week it will strike south toward Texas.

It examines 300 to 400 people a week; the total to date being 3,500. Information about drivers in all sections will be carefully tabulated, used to guide manufacturers. The tests also help drivers. Some find they are better than they thought, but many discover unexpected frailties: poor vision, overexcitability, blood-pressure too high or too low (either is dangerous for a driver). From the operator they receive advice that will help them overcome their disabilities, avoid accidents.

From all this education, mechanical and scientific work, safety experts hope to reduce highway deaths 35 per cent. by the end of 1940.

Recently W. H. Cameron, Managing Director of the National Safety Council, counted up the gains so far. They have been small, but encouraging. Gasoline consumption has increased 9 per cent., indicating more motoring, but traffic deaths to September 1 were only 22,020. Last year in the same period they were 22,480. Score for safety: nearly half a thousand lives.

NOMAD'S LAND: Trailers of All Kinds a Feature of New York Auto Show

When winter comes many motorists turn gipsy to go to Florida. Others dream of caravanning through the National Park-studded West with the return of summer.

They need only to hitch trailers to their motor-cars to make vacation homes. That's why there's another floor to the National Automobile Show this year.

Twenty-five manufacturers of these cottages on wheels occupy the fourth floor of the Grand Central Palace, New York. It took workmen two days to knock a hole through the north wall of the building at the fourth-floor level to get the larger units into place.

Types—Fifty trailers shown embrace two general types: the cabin or mobile homes which may be occupied by passengers on the road and the collapsible, baggage-car-



Trailer shave . . . accomplished with ease

rying type, some of which may be expanded into tent or houselike structures when parked.

Five years ago the trailer was just a convenience for motor-tourists, an overnight shelter, usually made in the back lot at home, into sort of a mobile bedroom limping along behind the family's battered run-about.

To-day, the trailer is a fairly complete home, factory-built along mass-production lines. For thousands of Americans who've turned nomad, cutting loose from hometies and suburban addresses, it's their only abode.

Prices—Greater popularity has done much to improve trailer design. Prices have gone down and quality has gone up. There are trailers as luxurious as a railway president's private car, and altho these luxury liners of the highway run into the thousands of dollars they still cost far less than the railroad executive's private home on rails.

There are remarkably compact trailers available for \$350 or \$400. These boast kitchenettes, combined living and sleeping quarters, hot and cold running water, toilet facilities and refrigeration.

Along with these distinctive facilities, there is plenty of sturdy steel in the 1937 model traveling homes. Automobile makers have invaded the camp-trailer field of 300 manufacturers. Their lines, exhibited at the 1937 shows, reflect the influence of experienced designers and engineers who plan scientifically and produce by precision methods on a vast production basis.

Steel enters the trailer picture definitely as a material for chassis and frames. One automobile builder — Pierce-Arrow — is showing all-metal trailers with chassis and frame of steel and body of aluminum.

These steel chassis are electrically welded so that they are, in effect, one piece. To meet automobile manufacturers' competition, established trailer manufacturers are turning to steel as rapidly as they can transform their plant facilities. Eleven out of forty larger makers already have announced their switch to steel for trailer chassis.

Scenery—Visitors to the New York Automobile Show found the fourth floor a complete turnabout from the three preceding stories. To show these nomadic cabin homes, interior decorators recaptured the spirit of the great outdoors. Corinthian building columns were covered with cedar-bark to become rustic garden spots festooned with Southern smilax.

Realistically painted scenery on the walls gave the illusion of vistas of mountain, forest and summer sky. Rustic signposts identified individual exhibits.

For their first bow to the motoring public in a regular show, trailers are greatly improved over anything that has gone before. They are fitted with better hardware, interior trim now is comparable to that in the finest automobile bodies, electrical systems are more nearly in line with the demands of trailer living. Galleys look more like apartment kitchenettes than hunting-camp cubby-holes.

Conveniences—Water that flows from faucets has replaced sump-pumps in many models. It is supplied from a storage-tank operating under compressed-air pressure. Toilets have been improved and shower-baths are standard on all *de luxe* jobs.

Women had a great deal to do with remodeling these bungalows on wheels. Quality and appearance of trailer furniture and fittings is greatly improved. One manufacturer offers seventeen standard materials for upholstery.

Automotive America welcomed the trailers at this year's shows. Motor-cars had to displace horses to prove themselves. Trailers displace nothing. They are a new product, compared to automobiles, they are simplicity in themselves. They involve no complicated machinery or parts to get out of order; they have no motive-power of their own.

They merely run along behind the automobile; if the automobile will go, then the trailer goes along, too. Little wonder that 3,000,000 Americans may be living in them by the end of next year.



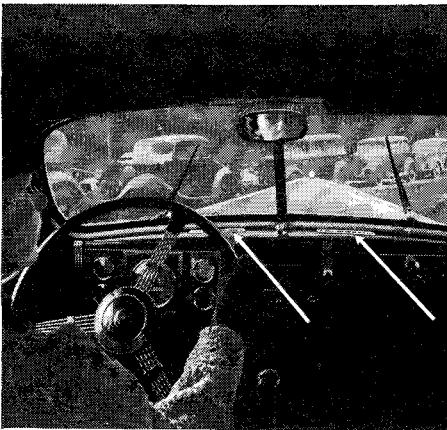
Home on wheels: Pierce-Arrow's "Travelodge" offers comfortable, attractive accommodations for the roaming motorist

AT THE AUTO SHOWS...TOP HONORS GO TO STUDEBAKER *"the spotlight car"*



ACTUAL PHOTOGRAPH

ITS LOW PRICE IS A NATION-WIDE SENSATION



NEW BUILT-IN WINDSHIELD DEFROSTERS FOR CLEARER, SAFER WINTER-TIME VISION—For the first time in any car, Studebaker offers dual built-in warm air windshield defrosters. They are designed to connect with the new Studebaker heater and automatically send currents of warm air up the surface of the windshield so that frost cannot form on the inside nor ice collect on the outside.

THERE'S more real room for driver and passengers—and for luggage—in these spotlight cars of 1937 than you ever expected to get in any car!

They're the world's first cars with the dual economy of the sensational new Fram oil cleaner and the gas-saving overdrive! They have the world's only doors that stay closed tightly even if shut only lightly! They have a remarkable new dual range steering gear that cuts the turning effort of parking almost in half!

And, added to the thrilling eye-appeal of Studebaker's new silvery "winged victory" radiator grilles and louvers, is the charm of interiors that nobody but gifted Helen Dryden could achieve!

They're the first cars, too, to offer built-in warm air windshield defrosters! And they're the world's only cars with that great safety advancement, the automatic hill holder. But you can't half appreciate all that these 1937 Studebakers offer until you drive them. Do so—now!

*Dictator base price at factory.

WORLD'S ONLY CARS
WITH DUAL ECONOMY OF FRAM OIL
CLEANER AND GAS-SAVING
AUTOMATIC OVERDRIVE

★

EXTRA ROOMY INTERIORS
WITH LOWERED FLOORS AND SMART
HELEN DRYDEN STYLING

★

ENORMOUSLY SPACIOUS
NEW LUGGAGE COMPARTMENTS
CONCEALED OR EXTENDED

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WORLD'S ONLY CARS WITH
AUTOMATIC HILL HOLDER PLUS
HYDRAULIC BRAKES

*Exciting 1937
Studebakers*



It's here!

THE NEW 1937 PIERCE- ARROW TRAVELODGE



PRICES FROM
\$510 UP
F. O. B. BUFFALO, N. Y.

HERE it is—America's first *engineered* trailer, whose introductory showings in principal cities attracted thousands of admiring enthusiasts.

Most cities now are exhibiting the Pierce-Arrow Travelodge, but if by chance one is not yet on display in your vicinity, write today to the factory for a booklet describing this luxurious, safe home on wheels, with its all-steel frame, its airplane-type aluminum paneling, cool in summer, warm in winter, its independent wheel suspension, its special-equipment hydraulic brakes and shock absorbers.

Adapted for commercial use, the Travelodge, as a traveling sales-display unit, will multiply profits for many businesses. Write for the special booklet describing its wide range of business uses.

TRAILER DIVISION
PIERCE-ARROW MOTOR CORP., Buffalo, N. Y.

MORE TRUCKS: Manufacturers Expect Record Replacement Buying in 1937

To-day's motor-truck is better than it ever has been. For that reason alone, more motor-trucks will be built during the current year than ever before in automotive history.

Total number of trucks produced and sold in the United States for all this year should be at least 830,000 units. Record output was in 1929, when 826,817 commercial vehicles were sold. Last year's sales were 694,690 units.

Obsolescence—Despite this year's spate of replacement buying, there still are more than 1,000,000 registered trucks on the nation's highways that were built before many of the safety features now recognized as essential were developed. More and more operators of vast truck fleets realize that it is economically unsound to keep obsolescent equipment rolling over the roads.

During the first nine months of this year, 618,000 truck and commercial car units were produced, as against 516,306 for the same three-quarters period of 1935, or a gain of nearly 20 per cent.

The Presidential election has had little effect upon buying conditions, so it is anticipated that the rate of gain registered in the first nine months will continue or even be improved upon during the rest of the year.

Styles—Newest styles in trucks, bodies and engines, including stubbily powerful Diesels which burn fuel costing only six and one-half cents a gallon, went into the motor-parade last week at Newark, New Jersey. In the green, buff and black decorated Centre Market Building, fifty-six companies showed their wares.

Latest model trucks, chassis, bodies, motors and accessories covered 70,000 feet of floor-space.

Engineers and truck operators pooled experiences to see how their product could be improved.

Truck transportation, it was agreed, will increase because it's convenient, flexible, rapid and costs little.

At the National Automobile Show in New York this week, lighter trucks were on display—Chevrolet, Dodge, Terraplane, Reo, Stewart and Studebaker.

Increasing use of light trucks in commercial haulage is a phenomenon that has grown out of the depression. Apparently this size lorry is here to stay.

Designers of equipment for use on these light vans are faced with two problems: conservation of available power so that

the truck will do its most effective work, and adequate axles, wheels and tires to support loads imposed.

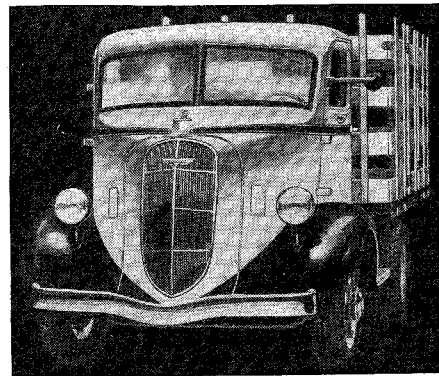
Haulage—Thirty years ago, there were only 1,100 registered trucks. Now, there are more than 3,500,000 trucks supplying America with essential transportation services.

Agriculture accounts for use of more than one-quarter of all registered trucks. Fresh fruit, vegetables, milk and live stock move almost exclusively in trucks to leading markets.

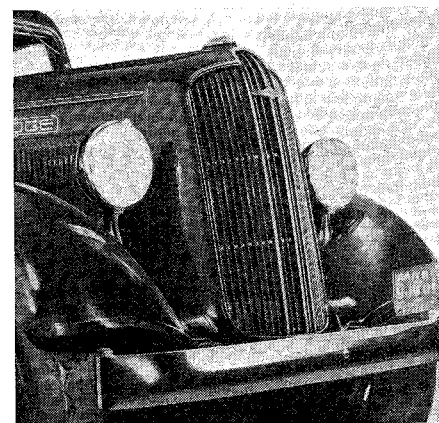
In the last fifteen years, commercial trucking has advanced with seven-league strides. Small shippers find trucks most helpful in keeping down expenses while still maintaining personalized services.

Railroads have been turning their attention more and more to motor-trucks in providing door-to-door services and replacing branch-lines which didn't pay with profitable highway systems. Where there were only 1,600 motor-trucks operated by railroads a decade ago, there now are a total of 43,000 directly in rail service with 23,000 more indirectly operated.

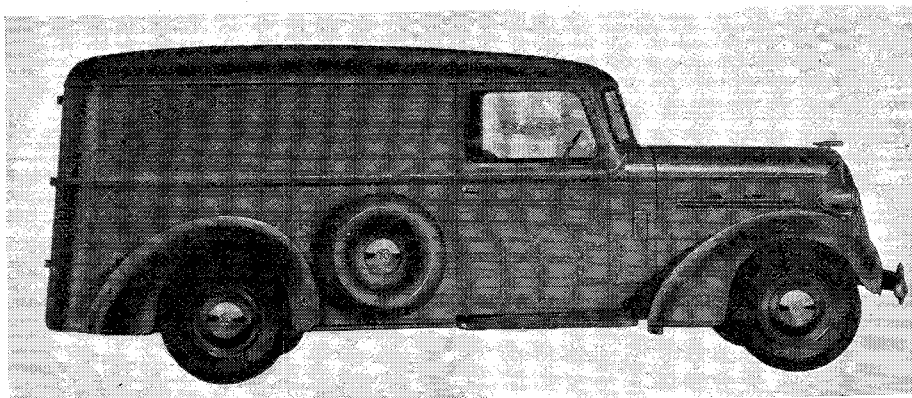
With 1,000,000 motor-trucks due for the bone-yard, that's why this year's shows are drawing bigger crowds of prospective buyers than ever before.



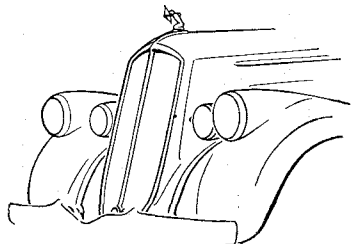
STUDEBAKER



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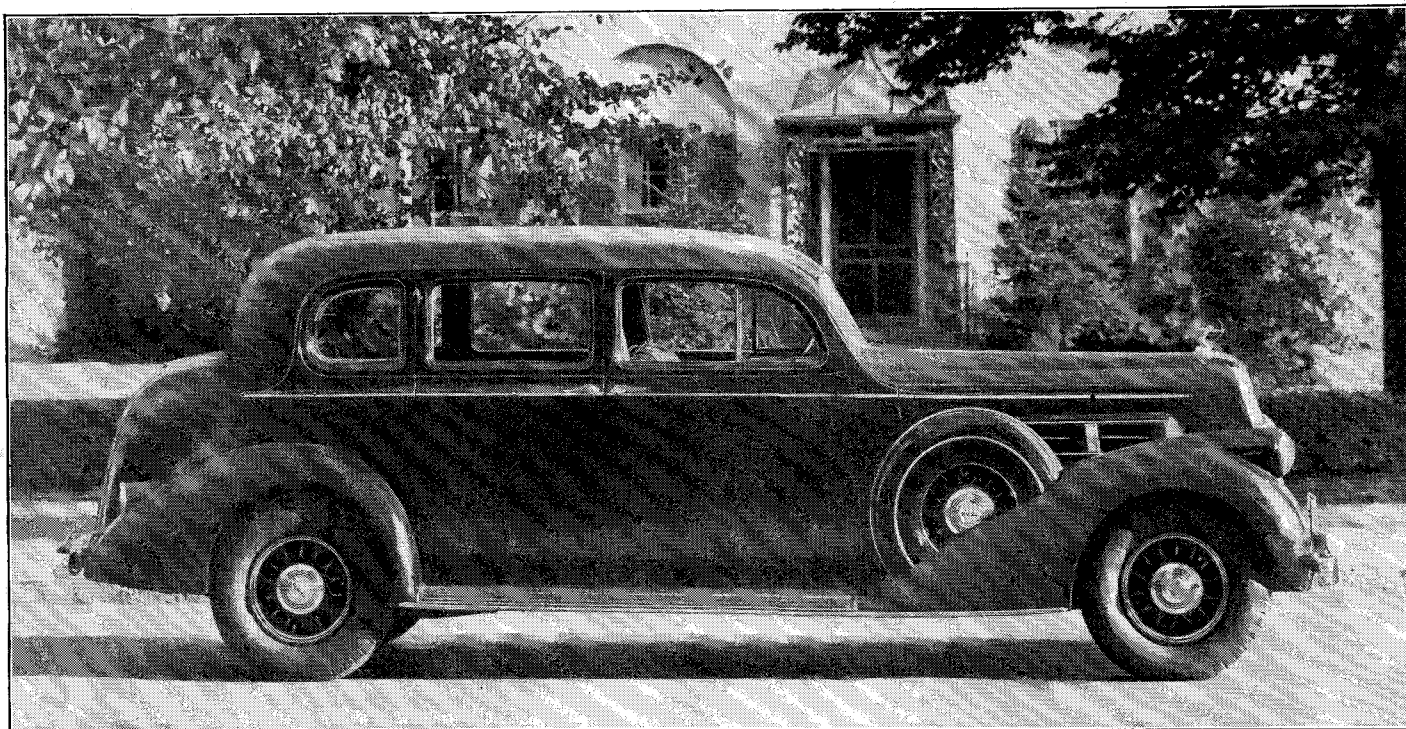


REO



Do you think that all cars have grown alike?

THEN SEE THIS GREATEST OF ALL PIERCE • ARROWS



It is true today that you can close your eyes, choose any motor car manufactured in America and make no mistake in your choice—if you are content with mere transportation.

But if you are one whose spine tingles as the newest transcontinental sky-liner takes to the air, if you are one whose pulses quicken as a magnificent *Queen Mary* heads seaward, you and the 1937 Pierce-Arrow belong to each other.

Here is a motor car, *the* motor car, that does

things to you! No one can eye it and still say that all cars these days are pretty much alike. No one can explore the full sweep of its performance and still say that the thrill of the highway is dead . . . that pride of distinctive ownership is gone.

It has taken 37 years to produce this greatest of all Pierce-Arrows. But it will take you only 37 minutes to find that here at last is the car of cars!

For 1937, a complete new line: two groups of Twelves with 185 horsepower engines and with 139, 144 and 147-inch wheelbases; one group of Eights with 150 horsepower engines and 139 and 144-inch wheelbases.

PIERCE • ARROW

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AS MUCH GOOD
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They Got a New*

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ARVIN

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Car Heater



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IT'S COLD OUTSIDE WITH
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BE AT HOME.

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Arvin Radios for your Car and for your Home

Social Service

CHILD BAN: Los Angeles Apartment-House Boycott on Children Creates Problem

Into the sun-kissed offices of the All Year Club of Southern California, premier booster organization in Los Angeles, last week, stomped angry tourist families from Missouri, Ohio, Michigan and other States who unhesitatingly described the apartment-house owners of the nation's fifth city as downright misanthropes.

From the pastel Hollywood hills to the palm-studded Wilshire neighborhood, they complained, they had motored back and forth, only to be turned away by one landlord after another because their small children were *personae non gratae*.

Coming on the eve of Southern California's annual tourist season, these complaints filtered to the desk of Don Thomas, go-getting Managing Director of the All Year Club, got him reaching for telephones. Reason for his perturbation: The function of his group, which is privately backed by industry and commerce, is to lure a million touring Americans away from Florida and other resort rivals each year.

Menace—With good reason, fear leaped to his mind that this child boycott might easily put a crimp in this scheme, thereby crippling the State's third largest industry. Turned away, these tourists would go elsewhere; would become, at best, poor boosters, if not outright knockers.

Unconvinced that the known scarcity of tourist-family housing facilities was to blame, Managing Director Thomas promptly got the rude truth from Eugene Conser, Secretary-Manager of the Apartment House Association of Los Angeles County. Said Secretary Conser:

"Landlords have become tired of keeping day-nurseries. That's what it amounted to in most cases. The father worked and the mother worked and the children became the responsibility of the landlord, when they came home from school."

Tourists planning to stay only a short while, see the widely-publicized, semi-tropical Eden, were no exception; their children would be just as noisy, as much a nuisance as others, he argued.

Inquiry developed that of the 4,800 apartment-houses in Los Angeles, only about forty-eight would admit children.

One landlord complained over the telephone: "If 80 per cent. of my tenants have no children, and I rent the other 20 per cent. of my building to families with small children, the whole structure is soon upset."

Frigidity—Investigators saw the sign, "No dogs or movie stars allowed," which formerly hung in front of city apartment-buildings, replaced by those reading: "Adults Only," "No Children Allowed." Moreover, they found that house and flat owners were growing more and more frigid and that bungalow-court proprietors showed signs of joining the lockout.

Unlike traveling Americans in New York or Chicago, tourists of moderate means visiting Los Angeles don't go to hotels, to the poorer districts where children are still admitted, or into the high rent districts. Attracting them are districts where rents range from \$30 to \$75 a month.

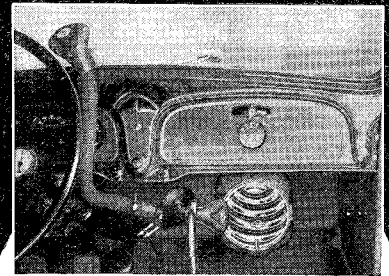
Conjuring up a picture of thousands of disgruntled tourists heading for Florida,

CLEAR VISION for Safe Winter Driving

- without battery drain
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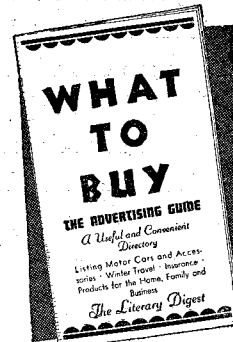
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The motor car issue of WHAT TO BUY will give you detailed information about the new models. Ready for distribution the middle of November, this shopper's guide will publish brief and interesting descriptions about the new motor car models and automobile accessories. Write for your free copy of



WHAT TO BUY

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The Literary Digest

Dept. Y, 354 Fourth Avenue, N. Y. City
Please send me a free copy of WHAT TO BUY.

Name

Address

Managing Director Thomas could have relieved his mind with figures showing this No. 1 resort rival is no tourist children's paradise. In Miami, the State's resort capital, Ted Reber, Secretary of the City Realty Board, estimated that from 25 to 40 per cent. of all apartments banned children. Chief bans were in down-town houses, most expensive ones predominating.

The Apartment House Owners' Association said: "Most of our members permit families with children." As a rule, a decision is based on the family's appearance. The invariable custom in Miami for non-residents with children, tho, is to rent regular houses. Secretary Reber said only about 15 per cent. of these are turned away, but other persons regarded this figure as low. City officials added that complaints from apartment hunters were rare.

Tolerance—Inquiries disclosed that the child boycott, which became a national problem during the post-War housing shortage, was virtually non-existent in other States. R. B. Beach, Executive Secretary of the National Association of Building Owners and Managers (Chicago), said no ban had been reported anywhere. Most of the better Chicago buildings have playgrounds. One building with sixty-eight apartments has more than 120 children.

Altho the housing shortage is reappearing in New York, children there are not being kept from apartment-houses, excepting the *de luxe* Park Avenue type.

In New Orleans, only one out of twelve apartment-house owners bans children. The general rule is that the owner never inquires about children. Atlanta, Georgia, apartment-houses banning children number a scant 5 per cent.

Denver's Van Schaak and Co., realtors, handling 800 units, stated that only fifty definitely excluded children. They try to discourage children in furnished apartments, but their ratio seems to hold good over the city.

St. Louis reported that apartment-houses in that city do not prohibit children to any appreciable extent.

According to the Apartment Owners' Association of Boston, children are usually excluded in the smaller down-town apartments because of lack of recreational facilities. There are few, if any, restrictions placed on children in the suburbs.

Blame—Even California's child-banning problem does not spread north to San Francisco. But the Apartment Association Housing Bureau at San Diego reported that its members took "very few children."

J. Bruce Goddard, President of Apartment and Hotel Association Cooperative of Southern California, blames the youngsters: "Apartment-house owners have suffered tremendous losses from children."

Conceding that landlords had a convincing argument, Mr. Thomas asked that "something" be done.

"It is a sad commentary on civilization that we have millions of dollars in idle capital lying around and nothing is being done about building homes adaptable for children," he argued. "The main reason, perhaps, is that Los Angeles never has built toward a population increase of its own. The birth and death rates approximately balance, and our building needs have been estimated entirely on the number of people we expect to move in from the outside. And most of them have been adults. Children have been ignored in our building."

Meanwhile, tourist camps are being filled daily with visitors who find that crossing the desert is only half the trick.

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Both were designed as a unit—by the same engineers. Both were made in the same great Gillette factory by the same organization.

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To make the Gillette Blade the finest that science can produce, millions of dollars have been spent for special equipment—equipment that is found in no other factory in the world.

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Why deprive yourself of shaving comfort any longer? Buy a package of Gillette Blades today. Slip one into your Gillette Razor and see how much more pleasant shaving can be when you use the blade that was especially made for your razor!

Reputable merchants never offer substitutes for Gillette Blades. Always ask for them by name!

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Letters and Art

MAGNIFICENT PANORAMA OF DEGAS

First Comprehensive Exhibition Opens in Philadelphia

A notable art victory for Philadelphia and the nation was signalized last week, when the first comprehensive exhibit of the works of Edgar Degas was thrown open to the public at the Pennsylvania Museum in the City of Brotherly Love.

Opening of the exhibit in this country months ahead of the long-planned showing in Paris was assured after an exchange of cables between the Directors of the Louvre and the Pennsylvania Museum. The former suggested that the American exhibit be postponed until February, but agreed in the end to postpone the French exhibit until January, "so as not to interfere at all with your initiative."

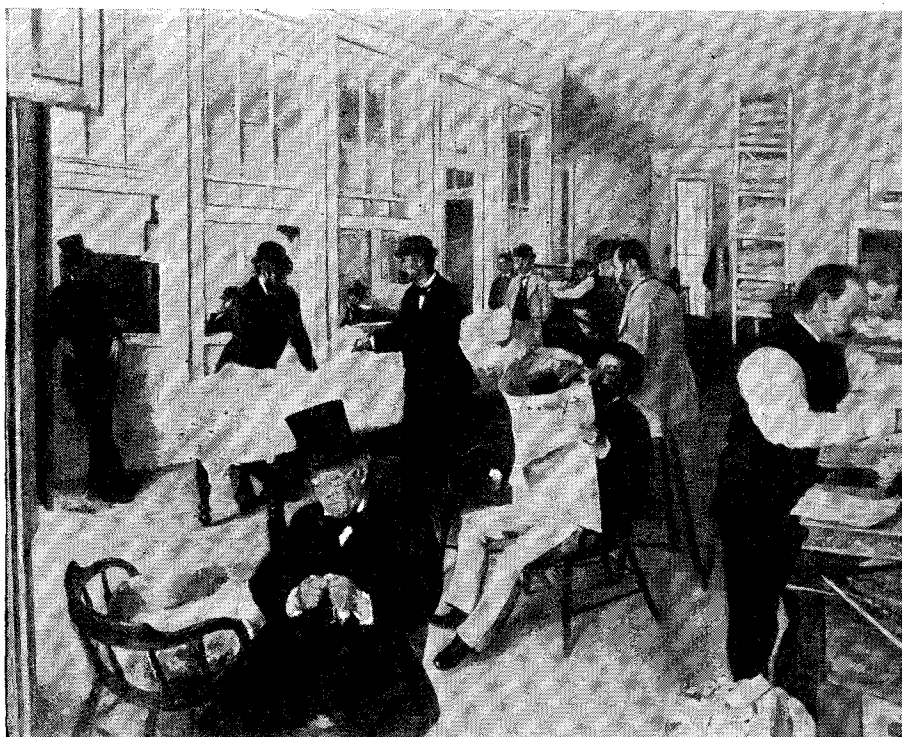
It is entirely fitting that this enormous and important collection, insured for \$1,200,000, should be shown here first rather than in the land of Degas's birth. Through his mother, a New Orleans Creole, Degas was the only great modern French painter with roots in American soil. He visited here from 1872 to 1873, when he

to fame after they were well into their careers. Degas, when he died in 1917, was eighty-three years old. He developed slowly but very certainly. Had he died at the age of forty, he probably would not be known to-day, or, if he were, only as a mediocre painter.

Magnificence—The Philadelphia show, with its wealth of canvases unfamiliar to America, is a magnificent chronological study of Degas's progress.

It takes him through his experimental periods well past the point where he had struck his stride. Even tho he himself insisted he would be "bored to death if he had found his manner," proof that he did—and perfected it—is certainly found in the 100-odd examples of his work to be found in Philadelphia.

Aside from the size of the collection and the interesting chronology, it has been magnificently selected. Henry P. McIlhenny of the Curatorial Staff of the Pennsylvania Museum is largely responsible for



Courtesy Pennsylvania Museum of Art

Degas oil (1873): "Cotton Market in New Orleans," lent by Musée de Pau

Painted—among other things—the famous "Cotton Market in New Orleans" (see cut), the offices of the prosperous Cotton Exchange operated by his brothers Achilles and René.

Another claim America has on the master technician is that an American girl, Mary Cassatt, whose brother was President of the Pennsylvania Railroad, was his patroness and only pupil. She introduced his paintings to America, helped popularize them here and in Paris, and remained his staunchest friend throughout Degas's life.

In the introduction to a very intimate biography of Degas by Ambroise Vollard, Henry L. Van Doren points out the strong proof of the fact that "a painter must live long to live forever." Most great painters developed the style which elevated them

the exhibition. A Degas enthusiast and owner of one Degas painting, two pastels and a statue, McIlhenny wanted to avoid the type of work that has become familiar to this country—the often repeated ballet scenes. Tho no Degas show would be complete without them (Degas's favorite subject), McIlhenny's perseverance assembled an exhibit based largely on his less well-known subjects.

Aristocrat—Paul J. Sachs, of the Fogg Museum, in his introduction to the exhibit's catalog, concisely explains Degas's restricted choice of subjects: "In the finest sense of the word, Degas was an aristocrat undeviating from his own high standards, aloof from the contamination of the mediocre."

Perhaps the key to the whole show, so far as Americans are concerned, lies in the

aforementioned "Cotton Market." In it, Degas exercised his distinguished draftsmanship, his camera-like impressions and his monumental insight into human nature. He must have enjoyed painting that canvas, which on the surface was quite foreign to him.

He used American types in it, emphasized the early American furniture, and even went so far as to label accurately the newspaper which the central figure is reading, *The Times-Picayune*. He resorted to a trick in signing the painting, too. Instead of his usual inconspicuous identification, he incorporated his signature in the address on the packing-box in the lower right-hand corner.

Master—Degas is never associated with landscapes. They interested him not at all, and he refused to paint them. Yet in his beloved horse-race and jockey scenes, it is amazing to notice that quite unconsciously, he was a master in the field.

The large number of these canvases, shown publicly for the first time, are particularly excellent.

In his portraits, the Frenchman analyzed characters with an incredible accuracy, as well as dramatizing human relationships. He did what so many painters refuse to do: he painted his subjects in familiar scenes. He was never one to depict a nude in a lush green pasture with roaming lions. His nudes had a logical reason for being undressed, as in the famous bath canvases. Of his nudes the painter said: "Hitherto, the nude has always been represented in poses which presuppose an audience, but these women of mine are honest, simple folk, unconcerned by any other interests but their physical condition."

For every canvas that he painted, Degas



Courtesy Fogg Art Museum

Degas bronze (wax 1880): "Ballet Dancer," lent by Henry McIlhenny

drew at least a dozen detailed sketches. Many of these are included in the exhibition, hung beside the painting for which they were drawn. They represent, more clearly than anything else could, the pains-

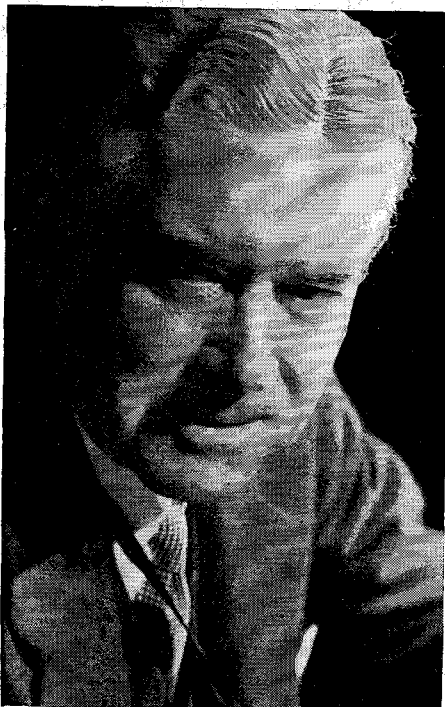
taking perfection he demanded of his brush or crayon. A difficult sleeve, a troublesome draping—all these were worked out until Degas had them to his satisfaction, before he approached his canvas.

Little known as a sculptor—he was so apathetic about his work in that medium that he refused to have his wax models cast—Degas' same qualities showed when he approached three-dimensional creation. One of the most interesting pieces in the entire collection is a statue of a dancing-girl (see cut) done in 1880 and cast in 1921. On his original wax model, the artist draped a tarlatan ballet skirt and tied her hair back with a bow. The bronze cast—lent by Mr. McIlhenny—repeats the innovation.

Individualist—Degas, to-day, is credited by many critics with having belonged to no "school." But from the time that he became friendly with the impressionists and exhibited with them, he was dubbed with the same title. Van Doran points out that the war-cry of the group, *plein-air*, was anathema to Degas. A master at the retort perfect, he expressed his disdain of the painters with whom he was lumped at a Monet exhibition. He had turned up his coat-collar for fear of catching cold: "Too draughty here," he said.

Wealth, position, the freedom to travel as he chose, did nothing to temper Degas' caustic tongue and unfriendly disposition. In his youth, he often pretended poor sight to avoid bowing to people he didn't like. It was ironic that he went blind several years before his death. But he could not have had a completely honest dislike for the things he decried: women, flowers and animals. His portrayal of them was too tender.

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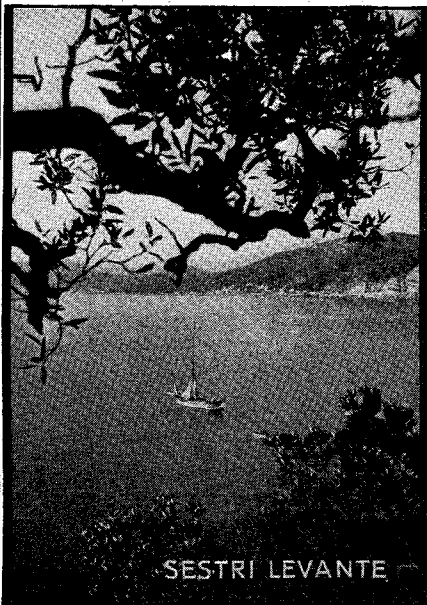
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Press

WAR CORRESPONDENT: Webb Miller Is "Sick of Human Race"; Others Report

In the Long Island home of M. Lincoln Schuster, publisher, the shrill insistence of a ringing telephone broke the quiet of a Saturday evening. Schuster answered. "London calling. Will you hold the line, please?"

Then, "Hello—hello! This is Webb Miller, Max. About the Spanish part of the book—"

Miller's voice, from his bed in a London hotel, sounded world-weary. For the first time in his life, the well-muscled, ever-active correspondent of the United Press was sick. Sick from what he saw in Spain—the Alcazar siege, the shots that were meant for him but missed him twice, the sight of the correspondent who dropped cursing beside him.

Disillusioned—It will be there in the record of Webb's twenty years as a foreign correspondent. Too late in his career to be included in the first edition of his autobiography, "I Found No Peace," it is arriving in an additional manuscript on the *Queen Mary*. It will explain his statement from his sick-bed: "I'm sick of the human race!"

Nothing in Webb Miller's boyhood prepared him for the disillusionment life was to force upon him—unless it was the physical hardship which built a body able to withstand more than mere physical torture. Miller grew up on a Michigan farm, helping to support his debt-burdened family by working as a farmhand and woodsman. It was a hard life but not cruel. His worst tribulation was the good-natured ribbing of his family for his vegetarian diet; he could not bear to eat animal flesh.

Daily, he walked five miles to school, was graduated in due course from high school, turned to teaching. But only long enough to save the \$200 he thought necessary to launch him as a newspaper man. He wanted to know the world, enjoy life.

Reporter—The world, to young Webb Miller, meant Chicago; enjoying life meant buying two suits with \$50 of his nest-egg, complete opulence to a young man who had never owned but one suit at a time. He landed on *The Chicago American*.

Four years as a police reporter, covering murders, hangings, shootings and general misconduct, taught Miller the seamy side of life—gave him his first boost to fame.

Helen Morton, daughter of Mark Morton, the salt king, had eloped. Disappearing, she left behind her a Chicago public which wanted to know all the details. Webb Miller called at her father's farm. Mark Morton, outraged by the publicity, resorted to violence. He abducted the young reporter in the newspaper's own car, crashing it into a tree.

Miller took a bad battering, but Morton furthered his attack by dragging the young reporter off to police headquarters. There he preferred trespassing charges.

Fame—The case caused a sensation; overnight, the abused young unknown became a national figure, defended by every editorial writer in the country. He got a new suit of clothes out of it, a \$7.50 a week raise

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from his paper. From Papa Morton, six years later, he received a check for \$500.

Hardened by his years in Chicago, Miller left for the Punitive Expedition into Mexico. As a United Press man, he got his background for the life of a correspondent. He learned how to dig out buried information and yet keep the source of it hidden.

His censor-dodging abilities came in handy when he headed for the front in the World War. Planning scoops on the course of the War taxed his every resource. Through close figuring, he got a young flier to take him over the Allied lines the day the men in the trenches got the order to cease firing. Once back on earth, the story he sent in of the peace that left men dully incomprehensible was a high light.

Armistice—His job done, he went through the trenches, shouting the news that the War was ended. Fascinating to him were the faces of the doughboys, stunned beyond any thought of celebration.

As the soldiers took up the cry, shrieking with hysterical hilarity, Webb Miller paused to weigh the scene. The life of a correspondent, he found, was as dull and uneventful as that of the average soldier. It was one of irritating, unintelligible commands, eagle-eyed censorship that prevented truth and good writing.

Miller carried on with the Army of Occupation, the Irish Rebellion, with a mad whirl over the sore spots of the world, to Ethiopia, finally to Spain. And Webb Miller longs only for peace in the sun before his cottage in Surrey, England.

* * *

More War—Another book by a foreign correspondent comes from John Whitaker. After covering Ethiopia for the New York *Herald Tribune*, Mr. Whitaker has written his version of what happened there in "And Fear Came" (Macmillan; \$2.50).

With knapsack-straps cutting the flesh of his shoulders, Whitaker raced with the Italian army into Makale ahead of the other war correspondents. Occasionally he stopped to rest his blood-stained feet and drink tepid coffee. When he analyzed the Italian success, his sore feet left him scant sympathy for the "trampled black men."

* * *

Miles Vaughn, night news manager of the United Press in New York, tells his experiences in "Covering the Far East" (Covici-Friede). Vaughn spent ten years as an eye witness of war, rebellion and intrigue in China and Japan.

Starting out in Winfield, Kansas, the birthplace of so many good newspaper men, he progressed to United Press Bureaus in Chicago, St. Louis, Dallas and Rio de Janeiro, Brazil, then to the Orient.

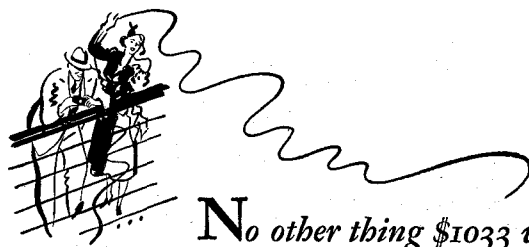
Vaughn says of Chiang Kai-shek:

"From the first time I saw him he was, to me, the ablest of the Chinese Revolutionary leaders—a man of deep convictions, an unsurpassed tenacity of purpose, and one of the few absolutely realistic thinkers I have ever known. Chiang might attempt to deceive others . . . but he never attempted to deceive himself in the tiniest measure."

"Peg" Vaughn's book is written in an easy, journalistic style; filled to the brim with amusing anecdote and sharp analysis.

* * *

In the meantime, Peter Fleming was having his troubles with natives in far-away China. In his "News From Tartary" (Scribner's; \$3), he examines the hardships in the Chinese Soviet regions. Given to self-deprecation, Fleming writes an account of seldom-traveled trails.



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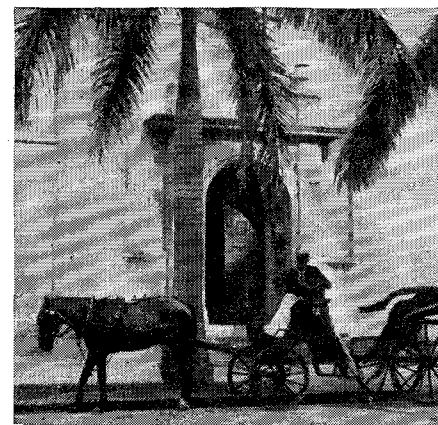
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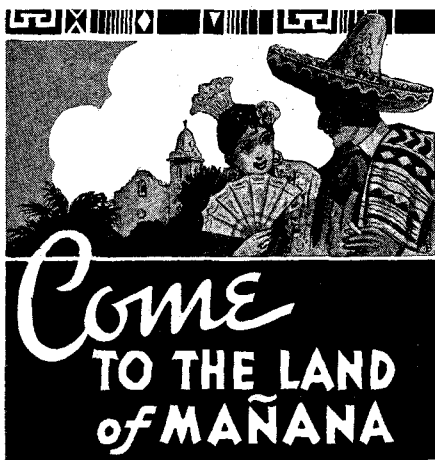
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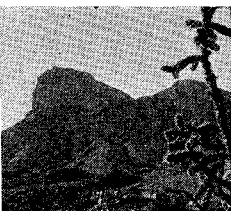
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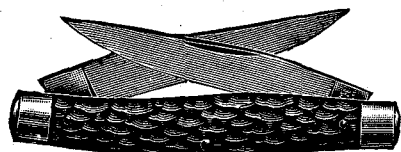
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Parade

Unusual feature of the Island of Sark, in the English Channel, is that money has little value. "I never pay for anything," explained **Robert W. Hathaway**, American Seignior of the island. "If I see something I want, I just say 'I think I'll take this along.'" Native of New Jersey, educated at Yale, the ruler of the island married the present Mrs. Hathaway, La Belle Dame de Sark, in 1929. Taking orders only from the King of England in Council, the Hathaways govern the 600 inhabitants, forty-odd families. Queen Elizabeth made the island a Seignior (Feudal State) in 1565; as such, it remains to-day. There are no automobiles or crime waves, and few tourists. At one of the last of the three annual meetings of the local parliamentary body, known as Chief Pleas, it was decided to expend \$250,000 on a new harbor.

"Young people seem to be taking a deep interest in public affairs everywhere," declared **Myrtle Powell**, returning Delegate from the World Youth Congress at Geneva, Switzerland. "This is more true in Europe, I think, than in America. They have been drawn into the situation by economic conditions and want to do something about it. They want jobs and they want a chance to express their ideas and take a hand in Government instead of having to wait around until they are thirty-five or forty before any one will listen to them."

"I believe," commented **Madge Evans**, film star, "that we feel a bit tired of the constant use of make-up in our work, and sincerely enjoy leaving it off to give the skin a rest. I take mine off with almond oil."

Corn on the cob with zippers, banana-farms in Maine, orange-groves in Vermont, self-squeezing grapefruits, peaches bigger than footballs, apples almost the size of pumpkins, and overnight harvests are some of the curiosities now under inspection at the **United States Patent Office** in Washington. "All of these fancies seem impossible at present," said an official statement, "but they are no more so than were the air-plane or radio in 1836." Recent patents were issued for an electric tooth-brush, a gadget to protect mothers-in-law riding in rumble seats, an apparatus to run cars sideways for parking and a device to make people "look human" when having passport pictures taken.

Already participants in one Royal Command Performance before the late King George V of England, **Ruth Harrison** and

Alex Fisher, classical dancing-team, will appear in the initial command performance before King Edward VIII next spring. At present in the "Ziegfeld Follies," they are working on a special number called "Coronation Waltz."

"American stores bring out something new every week," declared **Mme. Kathe de Porado**, Paris fashion expert. "The great middle classes here obviously don't have the time to plan whole wardrobes at the beginning of the season, so they pick up new clothes as they need them, which is usually in a hurry. In Paris, the great middle classes take a lot of time and trouble in order to get a dress that is entirely different."

Thwarted in his desire to move to Canada when the President was reelected, **Julian T. Bishop**, stock-broker, decided to move to Nevada, "the nation's only sound State. I have come to Nevada," he said, "and I'll stay here the rest of my life. We like the liberal laws out here. I'll sell my quail-farm in North Carolina and stay here. The State's budget is balanced and there are no nuisance taxes."

"Our pigs are cleaner than a hound's tooth," declared **Charles Thompson**, twelve, and **Sidney Hussey**, thirteen. "We know. We launder them ourselves and they're nicer to sleep with than a lot of people we know. Our lady pigs smell sweet as a daisy." The two young future farmers brought their hogs from their homes near Sayre, Oklahoma, for exhibition at the Four-State Fair at Tulsa.

"I don't miss the money," explained **Grace Cunard**, star of silent-film-serial days. "I'd never want to be rich again. In the days I had money I was suspicious of every one who came to my house. Now I have my friends, and when they come out here to call, I know they have come to see me, and not because they want something."

According to thirteen-year-old violin prodigy **Paul Musikonsky**, "you're never too



Fisher and Harrison of the "Ziegfeld Follies" . . . King Edward VIII commands a performance

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young to learn a hobby." Already an adept amateur photographer, he mixes this avocation with his concert work. Just as he made his first public appearance with a \$39.50 violin, so he started his photography with the most inexpensive camera. "There was no sense in getting a complicated camera with a lot of gadgets I didn't know how to use until I had learned how to take photographs with a simple camera."

* * *

Active in sports despite his 245 pounds, **Buddy Haig**, eleven-year-old Irvington, New Jersey, youth, claims the title of "fattest boy in the world." Son of a special policeman, he is five feet, two inches in height. His principal worry is that he can't bend over to tie his shoes.

* * *

"My father? Isn't he wonderful?" asked **Tallulah Bankhead**. "Everybody says he made the most marvelous speech as Speaker of the House when Congress adjourned. I adore him. . . . You see, that's why I haven't any private life any more. Double jeopardy, with him in politics. I eat dinner and go to a movie or play bridge or monopoly or backgammon. That's all I do. Honestly—honestly. . . ."

* * *

For the purpose of explaining the 1937 Paris Fair to Americans, **Prof. Jacques Greber** of the City Planning Institute and Chief Architect of the Exposition, arrived on the *Champlain* of the French Line. "The Exposition has been created to demonstrate a closer relationship between beauty and utility in the industrial arts. . . . We seek to show an intimate union between art and industry. Even the smallest tool will be designed along artistic lines. The buildings will employ wide ranges of colors, through the use of murals, glass, brick and mortar."

* * *

To the Light Horse military organization, now numbering 800 men of Southern California, **Victor McLaglen**, fighter-actor, has added an air-unit. Denying the organization was Fascist, he declared: "Sure, we're organized to fight. We consider an enemy anything opposed to the American idea, outside or inside these borders."

* * *

Internationally known for his work in the field of art, **Sadajiro Yamanaka**, seventy-two, died in Kyoto, Japan. At the age of twelve he entered the firm of Kickibei Yamanaka, curio and art dealer of Osaka. He opened the first foreign branch of Yamanaka & Co. in New York in 1894, subsequent branches in Boston, London, Peiping, Chicago, Washington, Palm Beach, Newport and Bar Harbor. Especially interested in Egyptian, Greek and Persian art, he introduced much of European art to his native land. Decorated by H.I.H. the Emperor of Japan with the Order of *Rokuju Hosho*, he was also the bearer of the *Chevalier du Legion d'Honneur* and the *Rotes Kreuz*. President of the company bearing his name from 1894 until his death, Mr. Yamanaka made his last trip to the United States in 1931.

* * *

"Never say 'I' or 'we' in your verse," warns **Elizabeth Allen**, leading poetess of the greeting-card. "If you use the singular, you wouldn't sell your card to two persons who were shopping; if you used the plural, you wouldn't sell to a person who was going to send a card alone. Skip it and get 'em both. . . . And don't be sophisticated. The old hearts and flowers stuff still sells. It's funny what the public will buy."

WESTERN TRAVEL NEWS

Underground National Park

To people to whom caves suggest darkness, dripping water and fear, **Carlsbad Caverns** are a stunning surprise. When visitors descend 750 feet by trail or elevator, first see the cunningly lighted rooms, palaces and pillars of America's only subterranean National Park, they forget completely that they are underground, are stricken speechless with wonder by a fairyland unmatched anywhere on earth. And when the ranger-guided party pauses in the **Big Room** and all lights are turned off, and then turned on one by one while the rangers softly sing "Rock of Ages," many a tourist finds it difficult to keep from weeping, so impressive is the ceremony.



Fairyland

...visitors are stricken speechless

No traveler on Southern Pacific's **Sunset Route** (New Orleans-Los Angeles-San Francisco) or **Golden State Route** (Chicago-Los Angeles) should fail to stop over at El Paso and visit **Carlsbad Caverns**. The sidetrip can be made in one day, but two days are better.

Golden State Route and Sunset Route trains are the only direct, main line trains to **Southern Arizona's** sunny dude ranch country and the Southern California desert resorts at **Palm Springs** and **Indio**.

First class roundtrip fares, practically as low as summer fares, are in effect all winter. For example, \$86 from Chicago to California and back. Return limit 30 days.

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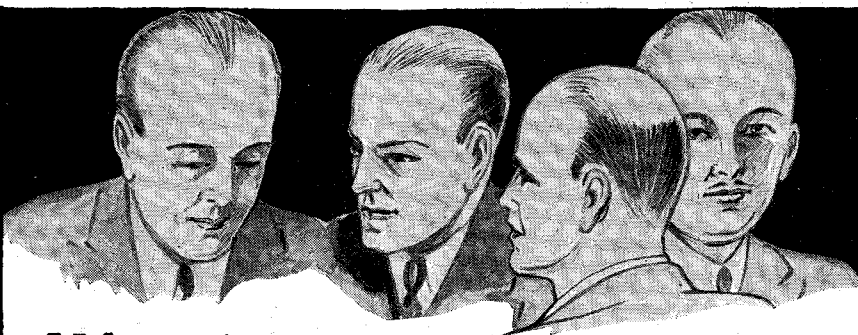
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Off-Side

Pickpocket—With the grace of a veteran prestidigitator, a nonchalant circus elephant stuck its trunk into the pockets of Jean Blanc, Paris innkeeper, and gently removed a wallet containing 100 francs. To make matters worse, the unconcerned Jumbo then swallowed the leather case. In court, an obliging police commissioner was sorry he had no jurisdiction to arrest the elephant.

* * *

Autograph—A variation of the autograph craze is puzzling juvenile authorities of Leeds, England. For some time now, the same youngsters have been appearing regularly for sound whippings with a birch switch—and have raised no protest. Authorities then learned the guilty recipients were showing their marks to other admiring comrades at one or two pennies a peek.

* * *

Shot—On a recent duck hunt on Lake St. Clair, L. C. Hughes-Hallet, British Consul at Detroit, shot his prey from a new angle. His punt tipped, filled with water and sank. Up to their chests in water, the consul and a friend then saw a flock of ducks overhead. Aiming skyward, they brought down ten and swam to gather them up.

* * *

Heckler—Proceedings in Judge M. A. Musmanno's Pittsburgh court were disturbed by a voice from the rear of the room. "Judge, I can't hear a thing you say," the voice protested. "Who are you?" asked the Judge. "A spectator," was the reply. "You've been drinking," snapped His Honor. "Go to jail, cool off and sober up."

* * *

Thief—The mysterious emptying of Silver Creek (N. Y.) cream bottles and disappearance of clothespins has at last been solved. Jim, young crow and village pet, was found at work on a second bottle of cream, an empty one already finished. His reputation of tearing down pegs on washdays had previously been discovered.

* * *

Hermit—After twelve years' residence in a tree-hut on the Mad River, white-bearded G. Ora Steinberger, Ohio's professor-hermit, has abandoned nature for the comforts of a home. Past eighty-four years of age, the lone savant left the art department of Wittenberg College to brave the elements when his health failed.

* * *

Magic—As he dug a ditch on his farm at Macleod, dairy farmer S. J. Pinder, of Alberta, swung his pick too vigorously and tapped an artesian water-supply. After the water had been gushing a few days, the startled Canadian found himself possessor of a lake, three feet deep, a mile and an eighth long and a mile wide.

* * *

Toothache—Fred Esposito, held in New York's Federal Detention Prison on contempt charges, claims he is the first man ever to be grateful for a toothache. Because of it he leaves the prison twice weekly to visit a dentist.

* * *

Ram—Mrs. Ida Alderman, of Syracuse, is asking damages for personal injuries she claims she suffered when attacked by a neighbor's ram. The neighbor's attorney said, "It is our defense that this is a gentle and lovable ram."

Sports

PUCK-CHASERS OPEN BRUISING SEASON

Hockey Gets Build-up on Improved Ice-Making Machinery

Charging pell-mell into tangles of flailing wood with happy disregard for bruises, past or future, American and Canadian professional hockey players this week renewed their spectacular feuds in elaborate indoor ice-plants from Montreal to New York City.

From now until the last week in March the gaudily-uniformed practitioners of the puck-chasing art will delight spectators vastly with expert skating and equally perfected rib-jabbing, body-checking and ankle-slashing.

Battling it out in huge palestræ conservatively appraised at \$25,000,000, they will culminate winter activities with play-off games for temporary possession of a battered silver grotesquery generously

valued at \$50: the Stanley Cup. This season, the twentieth since its formation, the National Hockey League once again comprises two divisions of four teams each: the American (New York Rangers, Chicago Black Hawks, Boston Bruins and Detroit Red Wings), and the International (New York Americans, Toronto Maple Leafs, Montreal Maroons and *Les Canadiens*).

Schedule—Shuttling back and forth constantly, each team will play a forty-eight-game schedule, twenty-four on the road and twenty-four at home. Teams in the same division will meet eight times, and will take on each extradivisional outfit six times during the regular season.

An ungainly victory-trophy for the hardest survivors of the bruising, five-month campaign, the Stanley Cup symbolizes the development of ice-hockey from a purely amateur sport into a million-dollar industry. Donated in 1893 by Lord Stanley of Preston, G.C.B., then Governor-General, the Cup originally went to the champion Canadian amateur team.

Gate receipts from Cup competitions were split by the competing teams "to cover expenses." Eventually the "expense money" was big enough to enable ambitious clubs to buy players. They did. Through the late 1890's supposedly amateur teams included anywhere from one to four strictly professional warriors. Not that any one minded. Instead of ordering a Carnegie investigation, simon-pure outfits started buying up players themselves.

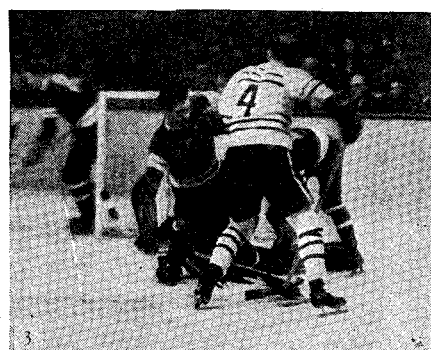
Sham and hypocrisy ended in 1908 with the organization of a professional league. Four years later the pros claimed the Stanley Cup, pointing out to indignant trustees that amateurs and professionals were the same anyway.

Trophy—Since 1912 the Cup, described by Foster Hewitt in his book "Down the Ice" as capable of recalling "nights when its polished presence graced the center of groaning banquet-tables . . . and lean years when it was stored in the show-case of a Montreal bowling-alley and used as a container of salable chewing-gum," has been the official professional trophy.

Until twelve years ago big-time professional hockey was almost exclusively Canadian. The United States broke into the business in 1924, when the Boston Bruins joined the National Hockey League and inspired an interest in the game that has swept it into ever-increasing importance in this country.

Altho five of the eight League teams represent American cities, nearly all the players are Canadians or learned the game in Canada. Few American college boys have made the grade. Only one, George Owen, Jr., former Harvard footballer who signed with Boston after being graduated in 1925, ever gained much distinction as a pro.

As they did with the game itself, American club-owners have borrowed the well-organized "farm system" from Canada. A likely prospect for the New York Rangers, for instance, gets his schooling on the Rangers-supervised amateur club, the New York Rovers. If he clicks there he moves on to the Philadelphia Ramblers for more



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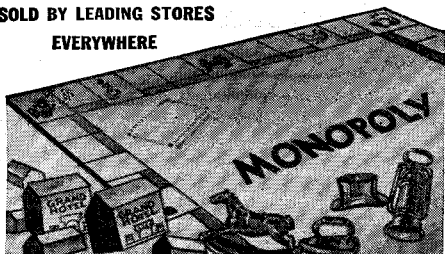
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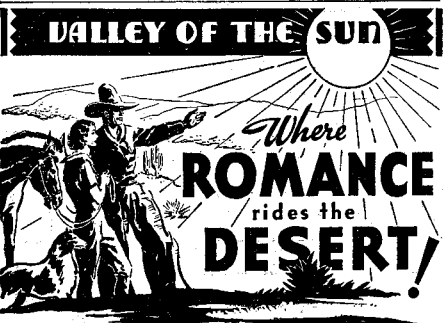
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ARIZONA

ripening before he is ready for the major circuit.

His first season with one of the big clubs will bring him between \$2,500 and \$2,800, plus living-expenses on the road and medical attention. Top salary is technically \$7,500 for a player, but, with judicious application of the various well-established minor rackets, a star can bump his yearly take up to \$10,000 or more in a fat season.

Rib-Cracking—The most important factor in the hockey build-up has been improvement of ice-making machinery. Outdoor hockey doesn't pay. Indoors, spectators enjoy the spectacle of legalized mayhem without freezing. And they're close enough to study the players' changing expressions and hear the players' remarks when stick-handles slyly stave in their ribs.

Because the rink may a day later be used for a wrestling-match, a horse-show, or a dance-marathon, speed and efficiency in making ice are vital. It takes about fourteen hours to freeze a rink.

At New York City's Madison Square Garden, typical of the massive sports plants along the rest of the circuit, the floor is covered with terrazzo (synthetic stone composition), three-quarters of an inch thick.

Under it are thirteen miles of coiled iron pipe, embedded in concrete. Because of expansion and contraction, the whole business, 186 by 86 feet, and five inches deep, "floats" on cork.

Icing—Eight hundred tons of refrigerating machinery pumps 17,000 gallons of brine, at 15 degrees below zero, through the pipes. Workmen spray the surface, as soon as it is cold, about twenty times to get a half-inch playing surface. After the tenth spraying they paint in the lines with red and blue cold-water paint.

People seeing it for the first time are usually suspicious, says Howard G. Post, Chief Engineer at the New York Garden. Can't believe it's real ice. They wonder what becomes of it when the game's over. One man, says Post, asked him if they hoisted it to the rafters to keep for the next game.

Actually, the disposal problem is a snap. Engineers raise the temperature to sixty-eight degrees. As the ice softens, plows chop it up and push it down manholes in the floor to a basement melting-chamber.

Keeping the ice in good condition has engineers on the run not only before but during a game.

Crowds make a difference. When the arena is filled, heat given off by the customers may raise the temperature fifteen or twenty degrees. Engineers have to make allowances for that.

Tobacco—Smoke is another problem in a small arena. Some, like the New York Garden, are air-conditioned. In England, engineers designing the brand-new Haringay Stadium included an oxygen room into which, between periods, players are hustled to recover from clouds of tobacco-smoke hanging over the rink.

Invented in Canada in 1867, according to some authorities, by a detachment of Royal Canadian Rifles stationed at Tete-du-Pont Barracks near Kingston Harbor, ice-hockey has been played in Europe for nearly thirty years. Amateurs are organized into the *Ligue Internationale de Hockey sur Glace*, formed in 1908 by France, Belgium, England, Switzerland and Bohemia.

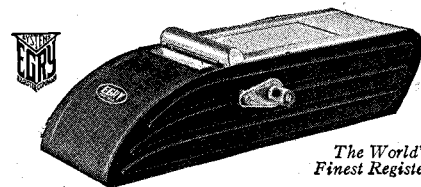
The European game is still amateur. Promoters found they could draw as large crowds and charge as big prices as the

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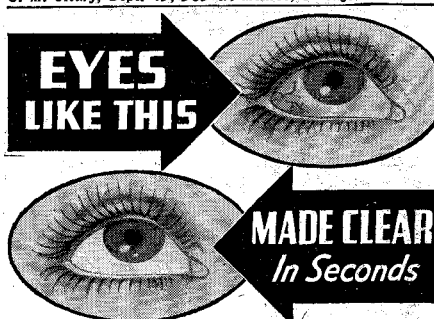
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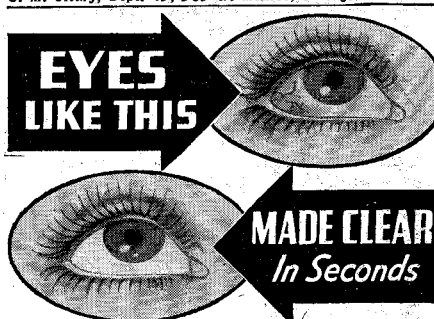


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EYE-GENE



American and Canadian professional backers. Altho their teams are far inferior to North American pros, they have refused to introduce the money game for the simple reason that it would ruin a perfectly good and lucrative amateur business.

HORSE SHOW: Precision Riding by Canadian "Mounties" Is Feature of Glittering Event

In a glittering pageant of competitive and exhibition horsemanship, owners of America's most perfectly schooled and most expensive blooded horses last Tuesday climaxed the 1936 season with the fifty-first National Horse Show in New York City's Madison Square Garden.

Officially marking the opening of the New York social season, and the ending of the horse-show year, the riding and jumping events during the seven-day stand brought forth a capacity representation of starched shirt-fronts, ermine wraps, and more than 450 horses from the United States, Canada, Chile, France, the Irish Free State, Great Britain and Sweden.

Test—No longer, as in the extravagant 1890's, primarily an excuse for moneyed New York social lights to display their clothes and jewels, the National has developed since 1883 into a strict test of horse and rider, with semiperfection a requisite to winning performances.

During the first twenty-five years of the National, originally a show for "horses, mules and donkeys," accent was placed principally on harness and draught horses, roadsters and trotters, recruited from their regular routines of business and pleasure. Since the World War, entrants, with the exception of hunters, have been drawn mostly from private stables specializing in show horses. Because there is virtually no chance of even so much as meeting expenses by showing horses for cash awards, the National, like other shows around the circuit, is non-commercial.

Children—To stimulate interest in riding and jumping, the National has developed in recent years classes for boys and girls under seventeen years of age. Sponsored

by the American Society for the Prevention of Cruelty to Animals, the Good Hands and MacLay awards are given to children expert in riding and jumping, respectively.

Featuring the 118 events, this year's international military jumping contest attracted Army officers from seven nations to compete for the perpetual trophy presented by J. Spencer Weed, National Horse Show Association President, and won last fall by the Irish Free State.

Drills—Most spectacular of the strictly exhibition events was a nightly demonstration of precision riding by a detachment of the Royal Canadian Mounted Police. Brilliant in broad-brimmed hats, scarlet tunics, blue whipcord breeches with yellow stripes down the sides, Sam Browne belts, and scabbards and blades, thirty-seven of the famous "Mounties" went through elaborate drills, climaxing their show by galloping, with lances drawn, down the length of the Garden's earth floor.

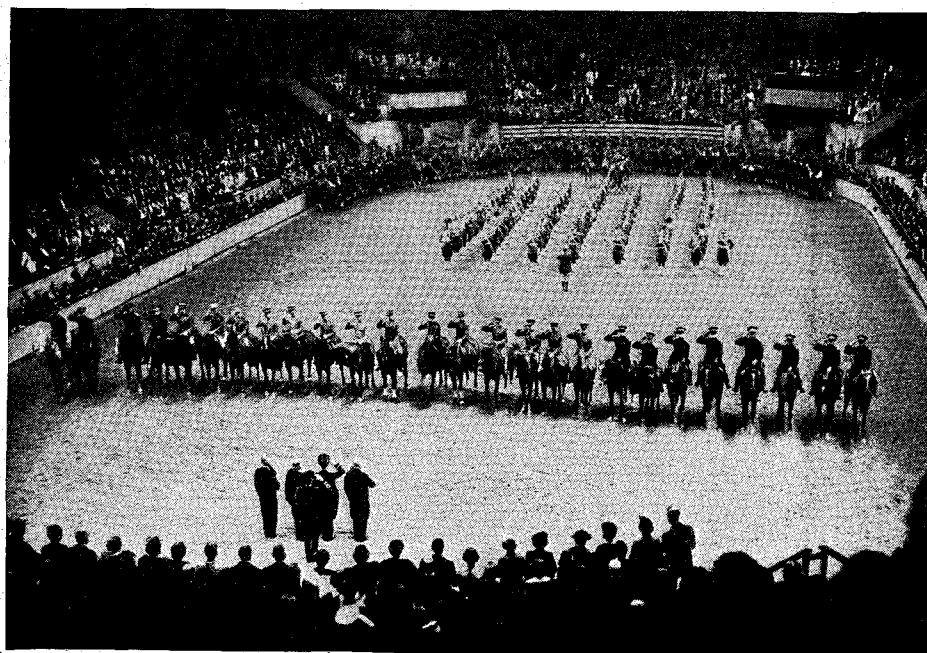
Carefully trained for months, the Canadian horses went through their maneuvers unflustered by the noise and glaring lights in the Garden. Preparing for the National, the horses were schooled by having pistols fired, gongs sounded and sacks of tin cans thrown in front of them.

Smashing the well-known romantic stories about the celebrated outfit, "Mounties" last week explained that the famed red coats are worn only for show. The original organization, the Northwest Mounted Police, adopted red for its uniforms. Legend has it that the Indians believed the dye used was the blood of enemies of the Crown.

Motto—"Mounties" are somewhat mystified by the origin of the famous slogan "The Mounty always gets his man." No Canadian, they say, ever invented it. The real motto of the force is "*Maintiens le droit*" (maintain the right).

Instead of horses, automobiles are used extensively by the Mounted Police. Last year the men covered 50,000 miles by dog-sled in their patrol work.

To become a member of the force, now numbering 2,600, a man must be at least five feet eight, between twenty-one and thirty, and unmarried. He can't marry for six years, and then only with consent of the Commissioner.



Pictures, Inc.

Grand opening: combined squads salute General Pershing at the 51st National Horse Show

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PAY RISES IN STEEL, BONUS IN MOTORS

Steel-Workers Get Scale Tied to Living Costs; Lewis Demurs

For a fortnight, rumors had buzzed like bees.

In wash-rooms where men with bulging forearms doffed grimy denims, and over lunch-pails, the talk ran mostly about wage increases. Perhaps, if Landon were elected—

Last week, above the roar of open-hearth furnaces and the rumble of electric cranes in Pittsburgh; Gary, Indiana; and Aliquippa and Homestead, Pennsylvania, steel-makers heard the electric news: beginning November 16, pay envelopes would be about 10 per cent. fatter.

In type rivaling that which had proclaimed President Roosevelt's reelection several days before, newspapers that afternoon informed the nation that business would step wages up by 100 millions of dollars.

Record Rate—To the steel industry's 526,700 employees (estimated in September as setting an all-time high) the increase meant for common laborers generally an advance from 47 cents an hour to 52½ cents, highest peace-time rate in the industry's history. Since steel working-hours average about forty per week, the pay boosts meant an average \$2.20 weekly rise. Mostly, the rises would be found in the envelopes of employees in the lower income groups.

In the wage increase observers in the industry saw a happy ending to a four-month-old tug of war between (1) steel company financiers opposing a rise; (2) plant executives favoring a rise; (3) John L. Lewis' steel organizing committee (C.I.O.), and (4) company-union leaders.

Since early in July, employee representatives in the Carnegie-Illinois Steel Corp. (United States Steel subsidiary) had pressed for a \$1.12 to \$1.24 daily wage boost. The demand had spread from the Chicago steel area to Pittsburgh. Carnegie-Illinois and other steel company executives had refused and adamantly held their ground.

Objections—Said Tom Mercer Girdler, President and Board Chairman of Republic Steel (third largest in the industry): "There is no economic justification for a wage increase." Benjamin F. Fairless of Carnegie-Illinois agreed with him, argued that stockholders of many steel companies had gone with reduced or no dividends for several years. Labor costs, it was pointed out, already took 40 cents of every dollar spent in producing steel.

Observers noted, however, that while financial leaders of the industry urged, "Let's wait and see," employee-representative groups gained strength. Plant executives in charge of actual production sensed this strengthening early, agreed that wages should be increased weeks before directors considered the need. Last week, the masters of Big Steel's policies came around to their point of view. At once, Bethlehem, National, Republic, and other major units in the industry followed suit, announced increases themselves.

To the United States Steel Corporation, which employs 200,000 men, makes 33 per cent. of the nation's steel (more than the six biggest competitors put together), the wage concession will mean a pay-roll bulge of \$30,000,000 for the first year. For the

industry as a whole, pay-rolls will jump \$75,000,000 to \$80,000,000. And because of agreements unique in the industry, they may jump even more.

Agreements—That the agreements were unique no careful student of steel would deny. For United States Steel, for instance, they constituted (with the exception of an agreement signed by coal-mining subsidiaries in 1933) the first formal labor contract ever concluded by the corporation with its employees.

More important, to personnel men, were the clauses in the agreements which geared United States Steel wages to the cost of living. If living costs (as measured by the Department of Labor index) rise, pay will move forward. If living costs drop, wages will slump accordingly.

To its employees Big Steel explained that the current increase compensates them in advance for a further 5 per cent. rise in living costs. If those costs rise still another 5 per cent., then another 5 per cent. adjustment will follow. Conversely, if living costs, after rising 5 per cent., should then decline a full 5 per cent., a 5 per cent. cut in wages will be in order.

Reception—Promptly and thankfully, the majority of Big Steel's employees accepted the agreements. But in the Pittsburgh plants of Carnegie-Illinois, sheet- and tin-mill employees balked. Similar representatives at Elwood and Gary, Indiana, at Cambridge and at Martin's Ferry, Ohio, turned the offers down, asked for a 15 per cent. pay rise, fought for a profit-sharing type of agreement.

In their coolness toward the proffered pay boosts, such dissident workers had the vociferous approval of Labor's truculent Committee for Industrial Organization. Chiefly, C.I.O. leaders centered their heaviest fire on clauses which geared wages to living costs.

Traditionally, organized labor has opposed such agreements, has often refused to accept them on the ground that they bind labor to a current standard of living, deny workers' aspirations for higher standards.

Lewis—John L. Lewis, boss of the C.I.O., blinked the fact that Big Steel's agreements with its employees would run only for a year. He jeered: "The sliding scale provision . . . creates a subnormal level of wages for steel-workers . . . binds them to the wheel of economic circumstance. . . ."

In a more cheerful vein, he credited his C.I.O. with being the real lever which had pried wage concessions from the steel industry. Jovially, he pointed out that the contemplated \$75,000,000 rise in wages was hoped for insurance on the part of the steel companies against further organization demands by their employees, contended that further premiums were in store for workers. (Lewis's C.I.O. had spent an estimated \$275,000 up to October in an effort to unionize the steel industry.)

On the proposition that wage advances assuage employee unrest, personnel men were likely to agree with John L. Lewis. Concerning their hopes that the increase might stymie Lewis's plans to unionize, they said nothing. Among careful observers, such as the New York Journal of

Commerce, it was generally agreed that the pay advances would have caused more damage to the C.I.O.'s hopes had they come during the summer rather than after election.

Whether these observers were right or not, Lewis indicated clearly that his hand had been strengthened by the wage concessions, considered himself strong enough to break off peace negotiations with the American Federation of Labor, which had suspended his unions, and promised to intensify his organizing activities.

Prices—Meanwhile, the industry planned prompt price adjustments to meet the increased costs of labor. Announcement of \$2 to \$3 advances a ton were expected momentarily by consumers of steel. These price advances, however, would not be effective until the first quarter of 1937. For a time, then, higher wages would affect steel company earnings unfavorably, unless operations and output increased sharply during the remainder of the year.

Because of the prospective price advances, steel men looked forward to large orders at the current quotations, expected that full benefits from higher prices would not be realized until the second quarter of the coming year.

Coincident with the steel company wage announcements last week were similar moves by other major industrial corporations. Chrysler Corporation authorized a bonus of \$4,000,000 for distribution among 67,000 workers. Standard Oil of New Jersey allocated \$4,500,000 of its 1936 earnings to its employees' thrift fund. In Massachusetts, the Fisk Rubber Co. granted a wage increase of 4 cents an hour, equivalent to 10 per cent. for piece-workers. A scattering of smaller manufacturing concerns made advances in their pay-rolls ranging up to 25 per cent.

ELECTION BOOM: Stocks Spurt, Trading Doubles and "Hot-house" Dividends Flow

For many a wealth-hater last week, the sweeping Roosevelt victory yielded less than complete satisfaction. It wrung no cry of pain, no wail of lament, from Wall Street. Instead, the Stock Market's immediate reaction to the election returns was a lively miniature boom. Stock Exchange trading promptly doubled in volume; the price-level jumped to a new high mark for the past five years; perhaps \$1,500,000,000 was added to the market values of listed securities within forty-eight hours.

Arguments—Nor did Wall Street admit any illogic in its cheerful outburst. As against any fear of future New Dealing, it could advance a score of reasons for immediate bullishness on stocks. It could, and did, argue that:

1. The passing of the election removed an uncertainty that had been holding the market in check, retarding normal response to paramount broad improvement in business and business prospects.

2. Reelection of Roosevelt assured continuation of liberal Government spending with further inflationary effect on trade and corporation earnings.

3. Reelection of Roosevelt meant maintenance of the new Federal taxes on undistributed surpluses which will cause a wide array of corporations to pay large

extra dividends on their stocks in the near future.

4. Reelection of Roosevelt definitely promised prolonged further ease and cheapness of money by Government direction.

5. The overwhelming indorsement of the New Deal at the polls would lead to constructive compromises between Government and business, between industry and labor, which were not possible while 1936 election results remained in doubt.

6. The outcome of the political struggle would stimulate the flow of foreign investment capital into American equities, particularly those most likely to be benefited by inflationary forces.

7. The Roosevelt victory was no shock, anyhow. It had been foreshadowed for many by Wall Street's own betting-odds, by the market's October halt. Since it had not been damaging to stock prices as a prospect, it would not be so at once as an accomplished fact.

Dividends—For developments to support some of these bullish arguments, Wall Street had not long to wait. Notably prompt were a score of "hothouse" dividends declared by big corporations before the week ended, with accompanying indications that many more were near at hand. Larger-scale foreign buying featured the post-Election market rise from its beginning. Leading steel companies were surprisingly quick to raise wages an average 10 per cent., largely in voluntary agreement with restless workers. Arrangements for early conferences between business and labor spokesmen under White House auspices were announced at Washington. There was early suggestion of another New Deal-bankers' truce.

At the same time, strength of commodity prices was sustaining to the Stock Market's bolder optimism, those of copper and other metals being particularly so. Conspicuous firmness of Government securities, as well as of corporation bonds, served to show that investment expectation of continued money market ease was not being newly modified by fear of another markdown of the dollar's value. Even those public utility company stocks which seem most directly threatened by New Deal policies were only temporarily weak in the market's post-Election jump, this in reflection of the strongly upward trend of their current earnings.

Thus Wall Street wasted no time upon lamentation last week, but bruskiy turned its whole attention to the constructive influences of the moment. Hope of relief from New Deal restrictions upon banking and the markets was all but killed by the resounding Roosevelt indorsement, and bankers, brokers, dealers were grimly silent with respect to the significance of election results.

Nevertheless they could smile genially as tickers sputtered with new energy and prices on quotation-boards expanded invitingly.

ELECTRIC SHAVERS: Giants of Industry Battle Over Patents in U. S. Court

The razor-blade industry vividly remembers the epochal patent-infringement suit brought in 1930—against the Gillette Safety Razor Co. by the AutoStrop Safety Razor Co. Merger of the two giants halted the suit, created a manufacturing plant

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capable of producing more than half the blades needed to erase American whiskers.

Last week the industry buzzed again with a vital suit. No giants sparred for basic razor-blade patents this time. Instead two heavy-weights of the up-and-coming electric dry shaver business, Schick Dry Shaver, Inc., and the Dictograph Products Co., Inc. (Packard Lektro Shaver), exchanged lusty blows in a Federal Court in Brooklyn, New York. The first round went to Schick.

More specifically it went to Col. Jacob Schick, inventor, and owner of all but twenty of the Schick Company's 56,000 shares.

His basic shearing-plate patent, the court ruled, had been infringed by Dictograph's Packard shaver.

For Archie Moulton Andrews, head of Dictograph, the legal blow meant no let-up in his accelerating Packard Lektro Shaver production.

Promptly he moved to appeal the lower court's verdict, planned to fight Colonel Schick right up to the United States Supreme Court.

Possibilities—Then, if he lost, there would be sufficient opportunity to consider several moves. He might change his Lektro shaver by taking up certain expired electric dry shaver patents. (The first American electric dry shaver patent was taken out in 1900.) Meanwhile Dictograph continued to turn out its "amazing \$200,000 round head cutter" to the tune of 2,000 a month.

Meanwhile, also, Colonel Schick would push an estimated production of more than 1,000 Schick razors daily and vigorously spur his legal advisers to put Andrews out of competition.

Colonel Schick (he served with the U. S. Army in the Philippines and during the World War) hit upon the idea of an electric shaver while wondering in 1915 what he could produce that every adult male would have to buy. The answer was, a new kind of razor. First the Colonel invented a magazine razor which permits the shaver to discard an old blade, insert a new one, simply by pushing the handle up and down (the Schick Injector).

With money earned by the Injector, Colonel Schick worked on his electric dry shaver, applied for patents in 1928, began production in 1931. First price per electric dry shaver: \$25.

Andrews is known to Wall Street as the man who recently lost control of the Hupp Motor Car Co., who successfully introduced the Lektrolite cigarette-lighter. He launched his Packard Lifetime Lektro Shaver in 1935.

Sales Appeal—Chief sales talk for the electric dry shaver is that it banishes razor-blades, lather, brush, cream, styptic pencils. While clipping whiskers, manufacturers declare, their gadget gives the face a brisk massage, keeps the pores open so the face can "breathe."

Essentially Colonel Schick's electric shaver is a fine, electric-powered edition of the familiar hair-clipper. The fineness of the blades permits the hair to be clipped close to the skin.

Built in a bakelite case, the top of the electric shaver is a thin, flat strip of metal, perforated with slots to catch the whiskers. Another strip of metal similarly perforated is agitated back and forth by means of an electric motor. The beard is trapped in the upper slots, is snipped off as the bars between the lower slots move over it.

The Packard Lektro shaver clippers are rounded and run with a swirling motion.

In 1931, Colonel Schick produced 3,000 electric shavers and easily disposed of them at \$25 each. In 1933 the price went down to \$15.

Production went up to 60,000 yearly. This year Colonel Schick expects to sell 800,000.

Already about half a million Schicks, about 250,000 Packard Lektros, snip American whiskers. The Clip Shave electric razor (Port Chester, New York), and other electric shavers have distributed an estimated 50,000 more.

Manufacturers of orthodox blades get out their pencils to figure that if electric shavers halt the sale of 150 blades a year to each user, they have dried up demand for about 120,000,000 blades annually. But the estimated 800,000 users of electric dry shavers (the number is increasing speedily) still constitute only a sliver of the 50,000,000 adult male razor users who still require an estimated one and one-half billion razor-blades.

Vying for this blade market are some forty manufacturers, most of whom pre-



Courtesy Gillette Safety Razor Co.

Trial by fire: supertest for razor-blades

pare blades for distribution by department stores, cigar chains, under private brand names.

Leader—Topping the list is the mighty Gillette Co. (Gillette Blue Blade, Probak.) It and the American Safety Razor Corp. (Gem, Eveready) produce half the blades sold in America, accounting for 90 per cent. of the profits made in the business. Last year Gillette earned \$4,500,000; American Safety Razor earned \$1,270,000. In the prosperous '20's Gillette averaged \$11,000,000 profits annually.

Most pressing problem in the razor-blade industry is that of price. For two years, department stores have sold 100 blades for \$1, for even less at times. During advertised sales, department stores have been known to sell from two to five million blades weekly.

To meet price competition, dominant manufacturers have entered the low-price field. (Gillette's Probak, Jr., for instance: four for ten cents in chain and department stores.)

To maintain prices on highest quality blades, manufacturers stress care of pro-

duction, quality of materials. For its Blue Blade (five for 25 cents) Gillette has conducted a campaign which sets forth that the cutting edge, for instance, is invisible to the human eye, can be measured only by a beam of light. Similarly, it indicates the blade's quality by describing the sharpening mechanism: "a four-ton blade sharpener adjustable to one ten-thousandth of an inch."

WIRE GREETINGS: The Word "Love" to Go Free in Millions of Yuletide Telegrams

Their election traffic rush over; telegraph companies set themselves last week for the busiest day of their year. On Christmas Americans will telephone or tramp to telegraph offices to send an estimated six million Yuletide messages.

Holiday sentiments find their way across the country not only on greeting-cards, but also on telegram-forms specially decorated for each of the score of celebrations which dot the year from St. Valentine's day to New Year's. Of Western Union's ten million total of such messages this year, virtually half will be sent on Christmas day.

Gay Forms—Decorated forms for holiday greetings were introduced to the public by telegraph companies first in 1914. From that year until 1929, Western Union, with Postal Telegraph following, enjoyed an annual increase of 33 per cent. in its volume of special-occasion messages.

Interrupted by the depression, the expansion began again last year, when a new low rate was instituted in conjunction with fixed text messages. For 1936, company officers anticipate a 50 per cent. gain over 1935.

Greetings senders, stumped to find words to fit their sentiments, were first aided in 1916 by the "Little Gray Booklet," first of a series containing sample messages prepared by telegraph company employees, bought from writers, culled from real messages previously filed by senders. Typical were:

"To My Valentine: You've put my heart in such a flutter, I wire the love my heart would utter."

"Cheer up, old top, life could be worse than taking pills from a pretty nurse." (This to a convalescent.)

Rate Cut—But the necessity of paying full rates for such messages yearly drove away many prospective patrons, led ultimately to a radical reduction last year—25 cents for fixed-text greetings supplied by the telegraph companies; 35 cents for the first fifteen words of a sender's own composition.

All the wire companies transmit of such messages are the recipient's name, list-number of the selected message, sender's name. The receiving office translates the list number into words of greeting on the decorated form, makes the proper delivery. An added attraction to senders this year is free inclusion of the word "Love" in any fixed-text telegram.

Newly popular among 550 or more fixed texts is a "pep message" sent to the football team of one's *alma mater* urging it to give all for old Poduka. As yet to be introduced is a message for use by irate alumni panning the coach and threatening his removal.

Topics in Brief

DUMB ANIMALS are the ones that can satisfy their appetites without taking something to stop the misery.—*Buffalo Evening News*.

"If you can think, you can write," declares William Randolph Hearst, who hires others to do most of his writing.—*Thomas-ton (Ga.) Times*.

ONE HEARS nothing of the Spanish *toreador* dangling a cape over the parapet and deftly drawing it aside as a three-inch shell whizzes past.—*Barron's*.

"THERE'S no money in heaven," declares an evangelist. This probably explains why so many people go to hell trying to get hold of some.—*Washington Post*.

A SOCIOLOGIST says the best thing for insane persons to do is to work hard. But, doctor, so many of them aren't anything like that crazy.—*Providence Journal*.

THIS IS the time of year when you begin to stop recommending resorts for hay-fever sufferers and begin recommending cures for colds in the head.—*Louisville Times*.

ALL THE EUROPEAN nations seem determined to keep out of the trouble in Spain, except Russia, Great Britain, Italy, France, Germany and Portugal.—*Southern Lumberman*.

WE ARE INFORMED that counterfeiting is only 20 per cent. as prevalent as it was in predepression days. The Secret Service is doing a swell job of keeping the currency worth 59 cents on the dollar.—*Chicago Tribune*.

NEW YORK *Music Review* says the radio has curtailed the sale of sheet music. If *The Review* will look into the matter closely we believe it will find that the sheet music itself has curtailed its own sale.—*Florida Times-Union (Jacksonville)*.

THE LATEST RULE of Hitler is that only books by Nazi authors shall be read in Germany. Under these restrictions doubtless there will be a lot of folks who regret that they ever went to the trouble of learning to read at all.—*Ohio State Journal*.



COMING UP!

—Herblock in Winston-Salem (N. C.) Journal

Columnists' Corner

The United States Bureau of Air Commerce tried out . . . an automobile-air-plane, good on or off the ground. . . . Of course there are a lot of automobilists who have been doing this Sunday afternoons for years. But this is the first time a car has been designed not to come down until the occupants are ready.—H. I. Phillips in the *Philadelphia Inquirer*.

Sounds in the night: (overheard) in the Yacht Club: "He's still around town. The Board of Health must be getting careless"; in the Paradise: "Oh, that's all over now. He saw her in the daytime"; in the Riviera: "Look out for her—she's the girl who took your boy friend away from me."—Walter Winchell in the *New York Daily Mirror*.

Americans are fortunate in crises. God always finds a Moses to lead them out of the wilderness of their own making.—Jack Warwick in the *Pittsburgh Post-Gazette*.

"The average lawyer isn't a luxury—he's a necessity," declares a jurist. What's that old saying about necessity knowing no law?—Olin Miller in the *Atlanta Journal*.

There is one law for the rich man and another for the poor. And 2,986,432 for the rest of us.—Robert Quillen in the Publishers' Syndicate.

HITLER says rule by the people is a luxury. Why don't they get their luxuries on the instalment plan, as we do?—*Chicago Daily News*.

THE DIFFERENCE between a prejudice and a conviction is that you can explain a conviction without getting mad.—*Buffalo Evening News*.

MR. HOPKINS denies there are spies on every WPA job. He dispels the inspiring picture of a Nathan Hale laying down a shovel for his country.—*Richmond Times-Dispatch*.

IF GERMANY, Russia and Italy would move all their equipment into Spain and do their fighting there, it would save tearing up some new battle-fields.—*Louisville Courier-Journal*.

JUST THINK what a fine moving-picture the story of the Alcazar in Toledo will make, with Wallace Beery and Dolores Del Rio defending the last citadel.—*Arizona Republican*.

A RADIO SPEAKER inadvertently referred to the Secretary of the Treasury the other night as Henry Morgan—a most unfortunate slip, if you know about Henry Morgan.—*Kansas City Star*.

NOW THAT a reporter has made it around the world in eighteen days, the city room wants to know why it takes the office boy twenty-one minutes for a round trip to the chilli parlor.—*Nashville Tennessean*.

AN ANONYMOUS BIT of wisdom: Don't worry about what people are thinking about you, for they are not thinking about you, but wondering what you are thinking about them.—*Florence (Ala.) Herald*.



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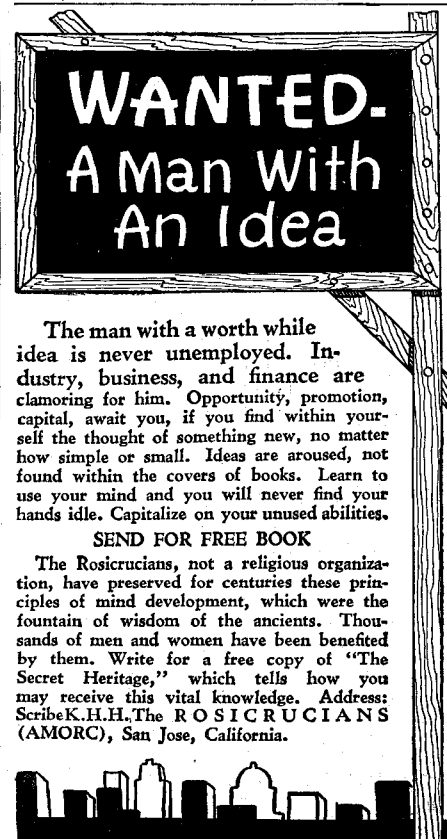
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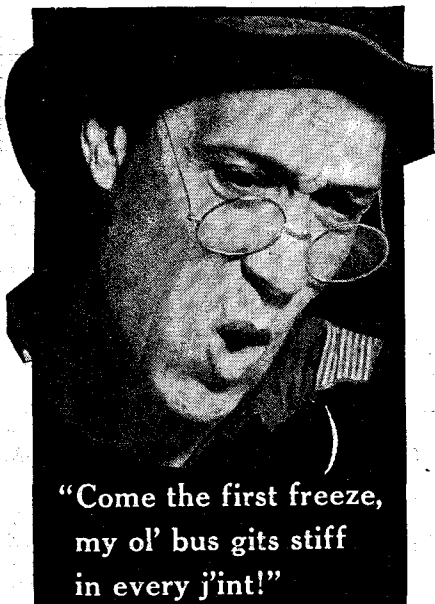
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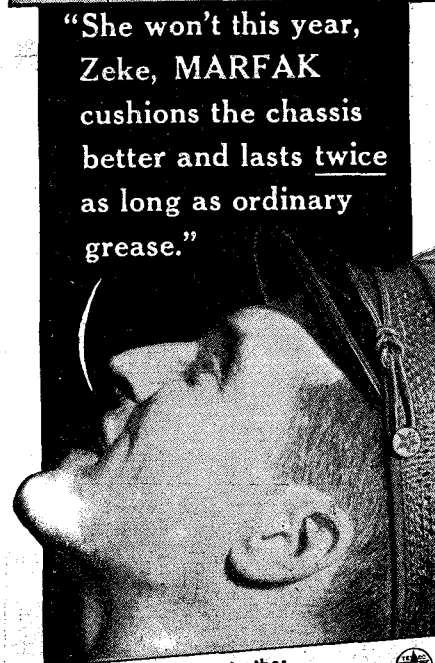
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Literal.—"What would you do if you were in my shoes?"
"I'd shine them."—*U. S. Coast Guard.*

Strike.—**DENTIST.**—"Why, this tooth has gold in it! I didn't know it had been filled."

PATIENT.—"It hasn't. That's my back collar-button you've struck."—*Sydney (Australia) Bulletin.*

Match.—**MIKE.**—"That's a queer pair of stockings you have on, Pat,—one red and the other green."

PAT.—"Yes, and I've another pair like it at home."—*Chelsea Record.*

Money Sings.—"I can't think why they make so much fuss about Miss Smith's voice. Miss Jones has a much richer one."

"Yes, but Miss Smith has a much richer father."—*Bronx Home News.*

Called.—The teacher was testing the knowledge of the kindergarten class. Slapping a half-dollar on the desk, she asked sharply, "What is that?" Instantly a voice from the back row said, "Tails!"—*Columbia Jester.*

Predicament.—**Q.**—My lawn is full of weeds. I have tried weed-killer and digging them up, but they return. What should I do?

A.—You must just learn to love them.—*Sunday Express (London).*

Burned Up.—**LITERARY LECTURER.**—"The poets of to-day do at least put plenty of fire into their verses."

VOICE OF CRITIC.—"The trouble with some of them is that they don't put enough of their verses into the fire."—*Wall Street Journal.*

Verdict.—**PROFESSOR.**—"Now, if I were to be flogged, what would that be?"

CLASS (in unison).—"That would be corporal punishment."

PROFESSOR.—"But if I were to be beheaded?"

CLASS (still in unison).—"Oh, that would be capital!"—*Growler.*

WHAT'S THE NAME, PLEASE?

Benavides.—President of Peru (page 16)—just *ben-ah-vee'des*.

D'Oily Carte.—opera manager—as if spelled *doily cart*.

Eguiguren.—Peruvian Social Democrat (page 16)—with each *g* as in *get*: *ay-gee-goo'ren*.

Errazuriz.—Chilean mayoress (page 17)—should be spoken *eh-rah'zoo-reess*.

Farjeon.—dramatic critic—he says *far'jon*.

Tito Guizar.—radio tenor—as if spelled *tee'to gee-zar'* (hard *g*).

Haya de la Torre.—Peruvian radical (page 16)—silent *h*: *ay'yah deh lah tor'reh*.

Shairp.—dramatic author—an ornamental *i*: it's *sharp*.

Zapata.—Mexican feminist (page 17)—*z* as *s*: *sah-pa'tah*.

Billet-Doux.—**WIFE.**—"Let me see that letter you've just opened. I can see from the handwriting it's from a woman and you turned pale when you read it."

HUSBAND.—"You can have it. It's from your milliner."—*Montreal Daily Star.*

Usual.—A lady was entertaining her young friend's small son.

"Are you sure you can cut your meat?" she asked, after watching his struggles.

"Oh, yes," he replied, without looking up from his plate. "We often have it as tough as this at home."—*Atlanta Constitution.*

Continental Courtesy.—To a swank hotel in Paris some weeks ago came a New York tailor named Goldberg who knew not a word of French. Tired of the continual questioning by customs officials, he seated himself in the dining-room, next to a strange man who smiled and said: "*Bon jour*." The tailor, believing this was additional questioning, answered: "Goldberg" . . . At luncheon that day, the same man smiled, and again said: "*Bon jour*." Again came the reply: "Goldberg." . . . Shortly thereafter he made inquiry and learned that "*bon jour*" means "good day." And so at dinner that night, when he spied the same stranger, the tailor beat him to the greeting, stating: "*Bon jour*." . . . The stranger smiled, and answered: "Goldberg."—*Leonard Lyons in The New York Post.*

Slips That Pass in Type

HITS MAYOR
ON BEANO

—*Boston paper.*

He didn't like it so he lumped it.

THIRD TIME IN 3 MONTHS
WOMAN IS KILLED BY
ASSAILANT

—*Champaign (Ill.) paper.*

She must be getting a little tired of this by now.

ESCAPES DEATH
BY DROWNING
IN CANYON POOL
—*Oxnard (Calif.) paper.*

That's crossing 'em up.

Two local physicians are slated to preside at sessions of the annual clinical congress at New Haven. It is anticipated that last year's attendance of more than 600 will be surprized. —*New London (Conn.) paper.*

Are they still hanging around?

The latter, under the terms of the old contract, he explained, have been providing sixty-eight days of work a week for the musicians, but the union is demanding 136 days of work a week. —*Philadelphia paper.*

Give 'em an inch, they ask for a mile.

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with Roger Pryor
and

CUSTOMERS LAST STAND
with Buffalo Bill and Wild Bill Hickok
—*Hazard (Ky.) Plain Dealer.*

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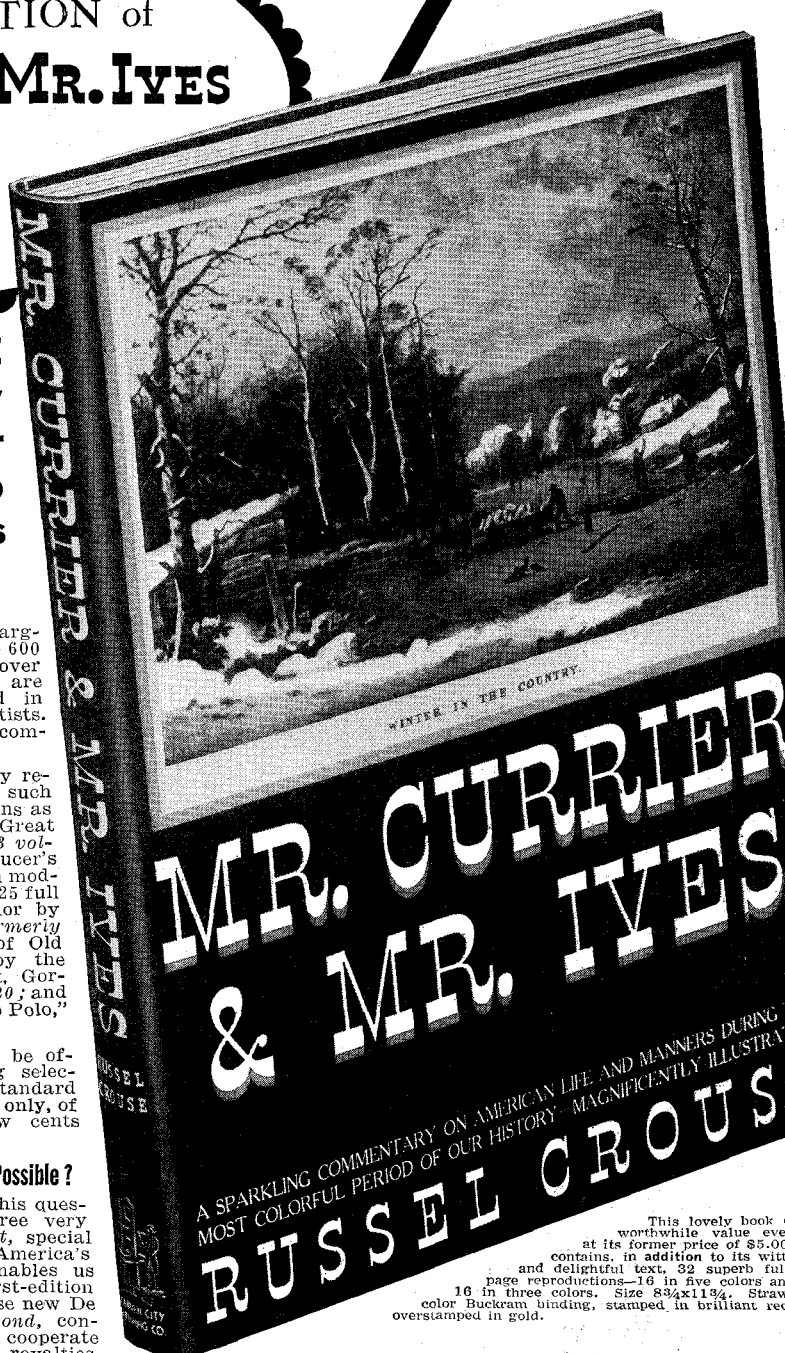
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